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THE NATIONAL NEWSPAPER OF MARKETING

Mogul Loses Esquire Account, Kaplan Division

NEW YORK, Dec. 15—The Kaplan Agency Inc., division of Mogul Williams & Saylor, and the Esquire shoe polish account, with Mogul for the past 16 years, are both leaving the agency.

Alvin H. Kaplan, senior vp and a director of Mogul, will reestablish his own agency—which he had from 1944 to 1956—Jan. 1, with offices at 2 Park Ave.

The Esquire shoe polish account, a division of Revlon Inc., has not named a new agency. It was thought earlier this week that it would go to another Revlon agency (Norman, Craig & Kummel, Grey Advertising, Warwick & Legler), but this is now uncertain.

With these departures, Mogul will drop more than $3,000,000 in estimated billings, $2,000,000 of it on Esquire, and end a six-year client relationship with Revlon.

▪ Mr. Kaplan will take with him most of the accounts (about 12) he brought to Mogul in 1959. He merged with the Lewin, Williams & Saylor agency in 1956 and went along with the Lewin-Mogul merger three years later. That merger had an acrimonious split-up several months later.

One account not moving with Mr. Kaplan is Linguaphone Insti-

(Continued on Page 89)

FCC Fines KDAY $5,000 for Teaser Ad Spots It Carried

WASHINGTON, Dec. 14—A Santa Monica radio station faced a $5,000 fine today for violating a rule of the Federal Communications Commission which prohibits the broadcasting of teaser commercials.

FCC said KDAY, Santa Monica, had broadcast the three-second teaser, "Remember June 25," 171 times during May, under a contract with Poly-Sonics Inc., 480 Lexington Ave., New York. The commission said the arrangement violates a regulation which requires that all commercials disclose the sponsor's name. The contract was for 200 spots for a total of $630.

The anti-teaser rule had been reiterated in March, 1960, along with a number of other regulations designed to curb plugola, payola and other practices condemned by congressional investigators. FCC sources said the "Remember June 25" teaser carried on KDAY was a paid reminder calling attention to a variety show which was being held in Los Angeles.

▪ Meanwhile, Hearing Examiner Thomas Donahue recommended that FCC revoke the license of WDKD, Kingstree, S. C.

His recommendation, which would constitute the first revocation in history on programing charges, said the management failed to guard against "indecent and obscene" programing and abuses with respect to time devoted to advertising. #

PIE IN SKY—*Libby, McNeill & Libby has used sky writing as well as this two-color newspaper kickoff ad, plus b&w newspaper ads and tv spots, to test its new frozen lemon meringue pie in the Grand Rapids and Albany markets. J. Walter Thompson Co. is the agency.*

Vick Shifts Bulk of Products in Britain to BBDO

LONDON, Dec. 15—The major part of the Vick International account in Britain is moving for the second time in just over a year.

This time the restless business has landed at Batten, Barton, Durstine & Osborn International, effective Jan. 1.

Vick International concentrated all its advertising in the McCann-Erickson agency until late 1960 when it split the business between three agencies: Alfred Pemberton; J. Walter Thompson; and Crane Advertising.

▪ Pemberton got the lion's share of the business—eight products.

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'Ouch,' Says Brower . . .

Chicago Dodge Dealer Unit Returns to Grant

$200,000 Business Goes to Former Shop Without Presentation

CHICAGO, Dec. 15—Grant Advertising picked up its first piece of Dodge business since losing the national account nearly two years ago, when it was appointed this week to handle advertising for the Chicagoland Dodge Dealers Assn., effective Jan. 1.

Grant did not make a presentation for the business. Lee Klinger, president of the dealer group, said the agency was selected on the basis of its past performance. He declined to say why the switch was made from Batten, Barton, Durstine & Osborn, which landed the account from Grant 16 months ago (AA, Aug. 1, '60).

The Chicago Dodge dealers spend between $100,000 and $300,000 yearly for advertising. It was estimated that billings this year will amount to more than $200,000. Grant has named Christopher Cross account supervisor.

▪ Charles Brower, president of BBDO, confirmed that the agency had lost the Chicago dealer group. When asked for comment, Mr. Brower replied only with, "Yeah, ouch."

Everyone involved declined comment on the switch. However, ADVERTISING AGE learned that the Dodge dealers here are unhappy with the factory. One dealer said the new Dodge models "are not acceptable to the public." Another said the dealers "were dissatisfied with BBDO or we would not have changed agencies," but he declined to elaborate.

▪ Nearly all of the Dodge dealer groups in the U.S. place their ads

(Continued on Page 89)

Fresh, Ting Shift to Papert Shop

NEW YORK, Dec. 15—Pharmacraft Laboratories is expected to move its Fresh deodorant and Ting athlete's foot preparation from Daniel & Charles to Papert, Koenig, Lois about the middle of next week.

The move would consolidate the Pharmacraft account with Papert, which already handles Coldene cold medicine and Allerest hay fever remedy for Pharmacraft. The entire account bills about $3,000,000, with Fresh and Ting accounting for around $1,250,000.

The D&C portion of the account was originally headed for Young & Rubicam, but was a casualty of the crossfire between the House of Seagram and Y&R when Seagram moved three liquor brands out of Y&R earlier this week.

Two days after Y&R received its dismissal notice on Four Roses, Antique Bourbon and Chivas Regal, it was tendered the invitation to handle Fresh and Ting, but the agency turned it down with a flourish—since Pharmacraft is a Seagram subsidiary.

▪ Meanwhile, at Y&R's annual meeting this week, it was announced that 1961 was the best year in its history. Although not publicly proclaimed, it was understood that billings, both domestic and foreign, moved up to about $257,000,000, from $247,000,000. #

Hobart Moves KitchenAid to Griswold Agency

TROY, O., Dec. 13—Hobart Mfg. Co. has appointed Griswold-Eshleman Co., Cleveland, to handle its KitchenAid home dishwashers and KitchenAid electric housewares division.

In making the announcement, Arthur C. Rascher, Hobart vp for sales, said the appointment will be effective March 1.

Mr. Rascher also said that Buchen Advertising, Chicago, formerly the agency for all Hobart products, will continue to handle advertising for the company's commercial products divisions.

Total billings on the accounts going to Griswold-Eshleman are estimated at about $500,000 by industry sources.

▪ Hobart, long a producer of home food machines and dishwashers, markets its kitchen appliances through two sales divisions—the KitchenAid dishwasher division, headed by Harold E. Martin, sales manager, and the KitchenAid electric housewares, headed by Walter N. Schneider. The divisions use 81 and 400 distributors, respectively, in the nation. #

ARF Polite to Politz; His Views Backed by Some

Researchers Queried by AA Split; Some Agree ARF Imprimatur Misused

NEW YORK, Dec. 12—The Alfred Politz blast at the Advertising Research Foundation, in which the market researcher proposed that the ARF be dissolved (AA, Dec. 11), drew little more than a shrug today from the foundation.

But a check of several top research men this week showed that Mr. Politz has a considerable amount of support for his charge that ARF policies on research "contribute to mediocrity."

In a brief, tempered statement, A. W. Lehman, president of ARF, said:

"Mr. Politz first voiced disagreement with some ARF policies and activities last April. When we heard of this through third parties, we wrote to Mr. Politz advising him that if he wished to bring his views to the foundation's attention, any communication would be promptly presented to the board for serious and considered attention.

"Even though he did not reply, ARF, following a policy of always being self-critical, called a special meeting of the technical committee to consider the substance of what we had heard were his criticisms of our operations. After full discussion, the committee voted in favor of continuing along present lines of procedure.

▪ "Then, in June, a special committee of our board was appointed

(Continued on Page 90)

ARF Must Probe Effectiveness of Ads: Hattwick

Calls Politz Blast 'Adult Temper Tantrum' at Annual Business Session

NEW YORK, Dec. 14—The annual business meeting of the Advertising Research Foundation was spiced by comments connected with the recent attack on the ARF made by Alfred Politz. Some samples:

• "Research in 1961 will be remembered less for its privately issued polemic than for its accomplishments."

• "It is an odd hypothesis that the ARF staff would somehow profit from the debasement of research."

• "There is no such thing as ac-

(Continued on Page 90)

Last Minute News Flashes

Ogilvy to Work with 3 Europe Shops on U.S. Travel

NEW YORK, Dec. 15—Ogilvy, Benson & Mather will work with three foreign agencies in handling its portion of the U. S. travel service account, already split among three U. S. agencies. They are Publicis, Paris; Heumann, Frankfurt; and Mather & Crowther Ltd., London.

Clyne Expected to Join Maxon

NEW YORK, Dec. 15—C. Terence Clyne, head of Interpublic's M-E Productions until his resignation in July, probably will join Maxon Inc. on the corporate management level in mid-January. Mr. Clyne's contract with M-E runs until the end of 1961; his long-term, nonexclusive consultancy arrangement with that agency would not be affected by his joining Maxon. His headquarters is expected to be in New York.

British Gas Group Consolidates at Colman, Prentis

LONDON, Dec. 15—The British Gas Council has named Colman, Prentis & Varley to handle domestic gas advertising for the United Kingdom. Billing $2,800,000, the account was formerly divided among three agencies: London Press Exchange; W. H. Gollings & Associates; and Hedley-Byrne & Co. With its newest account, CPV reports it has picked up nearly $6,000,000 in billings in the past six months.

(Additional News Flashes on Page 89)

Politics 'Wonderful'; Not 'Junk' Mail Project, Maginnis Warns GOP Ladies

Mail Group's Head Hits 'Ineptitude' of Move as Aid to Democrats

WASHINGTON, Dec. 14—A former assistant to the late Sen. Robert Taft (R., O.), now Washington representative of a group of direct mail advertisers, moaned today that the Republican Women's Club of Palo Alto has given Postmaster General J. Edward Day a great opportunity to cast himself as a protector of the right of small business men to advertise and grow.

Harry J. Maginnis, executive manager of Associated Third Class Mail Users, rifled off his warning in a letter to Mrs. Robert L. Richard, chairman of a committee of the Palo Alto group, which received nationwide publicity when it promised to collect "junk" mail, with the aim of sending the whole collection to Postmaster General Day Jan. 15.

"Having worked hard and long in the Republican vineyard," Mr. Maginnis declared, "I am constantly shocked by the magnitude of the boo-boos perpetrated by Republican leaders like yourself. In the face of these heroic blunders, it is difficult to foresee the day when the Republican party will again hold a majority in Congress or have its candidate occupy the White House."

Mr. Maginnis said it will not be necessary for the ladies to wait until January for reaction from Mr. Day. "I can anticipate his reply," he wrote. "You might like to have its content long before mid-January, so I predict an answer somewhat as follows:

■ " 'The Democratic party believes in the free enterprise system and favors all legitimate forms of advertising, particularly mail advertising, which is a particularly valuable sales tool in the hands of the small business man.

" 'We believe that advertising helps sell the goods and services produced by American labor. The corner hardware store, the local food chain, the neighborhood dry cleaner, the automobile dealer would not use direct mail advertising unless it produced sales commensurate with the cost of mailing. The Democratic party recognizes the native intelligence of such small business men.

" 'I would ask you specifically which piece of mail does not carry a legitimate sales message or is sent by a business man not respected in his community. I find none to condemn . . .

■ " 'I would also point out that political candidates use the direct mail device during elections.

" 'The Kennedy administration believes in the welfare of the small business man. We will help in every way to assure his prosperity. Since he finds mail advertising a valuable selling tool, we do not intend to take it away from him.'

"There may be more," he said, "but what you Republican ladies have so cavalierly condemned, the Democrats will defend.

"Already other national trade associations have publicized your inept project. The outright libeling of countless small business men—most of them normally Republican—will only serve to drive them deeper into the ranks of the Democratic party. Arthur Summerfield was the architect of the plan to discredit the world's second largest advertising medium—direct mail—and you seem determined to follow a course which has neither logic nor political savvy behind it.

■ "Politics, it's wonderful. Gov. Brown will forever be beholden to the Palo Alto Republican women. On the other hand, poor Mr. Nixon must sometimes wonder how he can protect himself from his friends." #

Transamerica Ads to Stress Role in Personal Finance

SAN FRANCISCO, Dec. 15—Transamerica Corp.'s 1962 campaign starts in January with page insertions in business and financial publications.

The ads, prepared by Fuller & Smith & Ross, San Francisco, will feature the "significant role" of Transamerica and its subsidiaries in the personal finance field. Subsidiaries include a wide range of insurance and finance companies.

Ads will be directed mainly to security analysts, investors and stock brokers, according to Max G. Funke, director of advertising and pr for Transamerica.

"How Many More at Bedtime Tonight?" will be the theme of the initial ad in January. Copy ties

America's growing population to the increasing need for personal financial services.

John Chase, account executive, said media will include *Business Week, Forbes, Fortune, Harvard Business Review, U. S. News & World Report, Wall Street Journal* and the *New York Journal of Commerce.*

Last year's campaign focused on the introduction of the new TA corporate symbol. #

POSTING A SENTRY—*This b&w ad for Newsweek, March 19, is part of Hardware Mutuals' print and radio effort to alter its corporate image.*

Hardware Mutuals $1,000,000 Drive to Set New Image

STEVENS POINT, WIS., Dec. 15—Hardware Mutuals, property-casualty insurance group, will spend "nearly $1,000,000" in 1962 to establish a new corporate identity. The 57-year-old organization will continue the program it kicked off this fall to shift emphasis of its name from Hardware Mutuals to Sentry Life.

In addition to starting the new Sentry Life Insurance Co., the insurance group has brought in a new top management organization, many of them in their 30s, has revamped its home office organization and almost completely automated paper work, and decentralized sales operations with 44 branch and district offices around the country.

James P. Jacobs, 39-year-old president, said, "Traditionally, the insurance industry has sold its product to suit its own convenience. Now we're packaging and marketing our product to fit what the consumer wants. This has led to a new approach in our marketing, a new role for our advertising, and a new corporate look."

■ In response to consumer reactions to test advertising, the company is moving toward the provision of more types of coverage in a smaller number of policies, and toward establishment of premiums on an instalment basis, AA was told. The type of instalment provision varies from state to state according to the respective state laws.

Hardware Mutuals, said H. E. Manske, ad manager, started its agency, Roche, Rickerd & Cleary, Chicago, to work in 1959 to devise a new symbol for the organization. The search ended with selection of the Minute Man, famous Lexington, Mass., statue.

Ad illustrations will feature a central figure, representing the company, in the same stance as the statue's.

Ads will run in *Business Week, Country Beautiful, Life, Nation's Business, Newsweek* and *Wall Street Journal;* and weekend spot saturation schedules will be used on NBC's "Monitor." #

Media Hurt Selves in Handling Stores' Ads, Report Shows

RUTHERFORD, N. J., Dec. 14—Advertising media may get less money from the nation's major "downtown" stores in the next few years, because:

• Media treat store advertising executives as if they didn't count.

• Retail store bosses treat their own advertising departments like poor relations.

• Merchants don't blame their inefficient use of advertising and public relations for business declines as readily as they blame symptomatic causes, like poor parking facilities.

■ These findings were part of a report prepared for the U. S. Department of Commerce at Fairleigh Dickinson University's college of business administration here. The report was presented today before a group of business executives and public officials by Emanuel Demby, president of Motivational Programmers Inc. and a Dickinson faculty member.

The report said that, while newspaper, radio and television executives must be aware of downtown's declining importance in national retail sales figures, they are contributing little to change the situation. "Servicing" retail accounts, it said, generally means following up insert order instructions, rather than searching for creative contributions that would increase the sales effectiveness of advertising.

While stores spend from 3% to 5% of gross sales for promotional purposes, the study said, their advertising staffs are small, overworked and under daily deadline pressure, and are given little chance to explore more effective communications ideas.

■ Mr. Demby said that as media

(Continued on Page 90)

Spring Air's '62 Budget Is Up 30%

CHICAGO, Dec. 14—Spring Air Co., national licensee bedding group, will increase its national advertising expenditure 30% next year, seeking a 12.5% sales increase over 1961. The '62 expenditure reportedly will be between $140,000 and $200,000.

A January-February promotion featuring a 30-day trial offer will center around a b&w page in the Jan. 19 issue of *Life.*

For the first time national advertising beginning with a color page in *House Beautiful* in April will be used for Spring Air's Back

SLEEPER—*Spring Air Co., Chicago, offers a 30-night free home trial for its mattresses in this b&w page scheduled for the Jan. 19 issue of Life.*

Supporter mattress. This trade name has been purchased from Quality Mattress Co., Rochester, one of the 31 members of the Spring Air group.

The Saturday Evening Post is also on the 1962 national ad schedule. Spring Air said the member plants indicated they plan to increase expenditures for local advertising and promotion by 10% to 45%.

Alex T. Franz Inc. is the agency. #

Mullen Reportedly Leaving MAB Post

NEW YORK, Dec. 14—W. H. Mullen, director of the Magazine Advertising Bureau of the Magazine Publishers Assn., will leave the post shortly, AA learned this week.

The step is the latest in a series involving MPA and MAB, which is an MPA committee.

On Sept. 19, MPA elected John K. Herbert as president to succeed Robert E. Kenyon Jr., who, in turn, was named exec vp (AA, Sept. 19). A few days later Howard Browning, pr director of MPA, left the association.

Subsequent word had it that Mr. Herbert, former publisher of *The American Weekly,* and who came up through the sales ranks of print and broadcast, would take a more active part with agencies and advertisers. This was confirmed last week as MPA indicated Mr. Herbert would aim new research projects and selling at product classifications, versus a general audience.

■ He was helped by the modification on Nov. 20 of an agreement between MPA and MAB which was drawn up in 1957, the year MAB was merged into MPA. In brief, it said MAB would continue its committee functions and "authority in the over-all matters and programs of MPA relative to advertising," but henceforth "after

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Pepsi-Cola plans to put more than $17,000,000 into national advertising in 1962, and boost its total promotion budget to $35,500,000 next year ..... **Page 6**

Robert W. Johnston, manager of the Washington State Apple Commission, urges Washington apple growers to reinstate consumer promotion that has been curtailed as a result of short crops ..... **Page 8**

Fairfax M. Cone, chairman of the executive committee of Foote, Cone & Belding, says magazines' advertising of circulation merely in numbers is wasteful and wrong ..... **Page 10**

British study reveals that the British Treasury's attack on inflation by restricting credit and imposing surcharges of 10% on all sales and excise taxes has brought a substantial falloff in advertising of consumer durables .... **Page 32**

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Smith, Winters & Mabuchi appoints Kenneth K. Mabuchi president, succeeding Larry Winters, who is retiring .. **Page 47**

Networks intensify their efforts to keep tv advertising in good taste .... **Page 48**

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National Better Business Bureau and Federal Trade Commission issue guides for fallout shelter sales and advertising. ..... **Page 58**

E. B. Weiss discusses questions of whether competition increases prices .. **Page 77**

Nu-Color Corp. of America will expand its spot tv advertising for Fabspray, pushbutton upholstery color renewer, to 18 additional top markets in March, following successful test push in New York ..... **Page 84**

Benson & Hedges (Canada) switches the Alpine cigaret account from Kenyon & Eckhardt to Leo Burnett Co. of Canada, effective April 1. ..... **Page 89**

John H. Johnson, publisher of Ebony, says the Negro market is neither a selected nor a special nor a minority market—it's a basic market. ..... **Page 92**

Radio Advertising Bureau's Test Market Plan is expected to go into operation in mid-January ..... **Page 93**

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Fluoride Unstable in Toothpastes, Says Colgate Ad

But Colgate's Lasts Longer; Anyhow, Flavor's More Important, Says Copy

NEW YORK, Dec. 13—In a year of violent marketing upheaval in the toothpaste business, and its accompanying advertising, one of the most unusual ads may well be the two-color spread in the current issue of *Reader's Digest* by Colgate-Palmolive Co.

The ad is headlined, "Will there ever be a toothpaste that eliminates tooth decay?" It is in the nature of an introductory ad for Colgate fluoride toothpaste. There are more than 200 words of copy in this spread, but only one paragraph—at the bottom of the first page—is a plug for Colgate stannous fluoride toothpaste.

The ad begins by saying that eliminating tooth decay is a distinct possibility, "but that toothpaste is not available today. Despite the talk about fluoride toothpastes, much remains to be done."

Pointing out that fluoridation in community water supplies and topical application by dentists have merit, the ad continues:

■ "But, added to toothpastes, the stannous fluoride ingredient begins to deteriorate. Though progress in extending the life of fluoride has been made recently by Colgate research, stannous fluoride is basically an unstable compound. Available information on its value in a commercial toothpaste, when used normally by an average family, continues to be controversial."

The paragraph appears to be a carefully worded swipe at the research that backed Procter & Gamble Co.'s claims for Crest.

The ad contends, "In our opinion, a good taste that encourages regular and proper brushing is more important than fluoride in selecting a toothpaste."

On that positive note, after a column and a half of type, the ad launches into a one-paragraph sell for Colgate fluoride: "A longer lasting stannous fluoride that helps combat the stability problem that currently exists in other commercial brands."

■ The remainder of the copy (1) Discusses future types of toothpastes in the developmental stage, (2) praises Colgate dental research, and (3) tells the reader to visit his dentist and to brush after eating.

Meanwhile Colgate is running newspaper pages announcing "a remarkable new stannous fluoride toothpaste." Following a boost for its flavor, the newspaper ads read: "Colgate fluoride bursts into a refreshing cleansing foam, with stannous fluoride that helps cover every tooth surface as you brush—to help fight decay."

Will there ever be a toothpaste that eliminates tooth decay?

PLAIN TALK About Fluoride and Toothpastes in Your Future

from Colgate-Palmolive...
where Progress in Dental Health comes First!
Colgate fluoride

LOADED QUESTION—*This is Colgate-Palmolive's two-color spread in Reader's Digest.*

■ This kind of confusion in the toothpaste business doesn't seem to have discouraged the buyers, however. Recently the Collapsible Tube Manufacturers Council reported that July, 1961, shipments of toothpaste tubes were 51% ahead of July, 1960, and that sales for the first seven months of 1961 were up nearly 4,000,000 units over 1960, for a total of 330,527,664.

Ted Bates & Co. is the agency for Colgate fluoride. #

Rail Group to Geyer; Hopes to Become Active

NEW YORK, Dec. 13—After 16 years, the Assn. of American Railroads account has left Benton & Bowles and moved to Geyer, Morey, Madden & Ballard.

But the AAR account is a virtual ghost train. J. N. Ragsdale, AAR ad manager, said the association did no advertising this year and has no immediate plans for advertising again. "We are hopeful that advertising can be resumed in the very near future," he said. "This will depend substantially on railroad earnings generally."

■ He added that it was "not entirely accurate" that Benton & Bowles had resigned the account. "It was a friendly separation," he said.

Benton & Bowles reported it had been merely the agency of record for the past year, with the understanding that it would call it quits if there were no prospect for a resumption of advertising by the end of 1961.

■ AAR's last big advertising blast was in 1960, when it launched a massive newspaper campaign to mobilize public opposition to "featherbedding." The campaign called for 1,000-line ads in about 170 newspapers with circulations of 100,000 or more, plus 500-line ads in more than 7,500 weekly newspapers. The agency said at the time that it was the largest single insertion on record in weekly newspapers.

For most of its 25 years in advertising, AAR worked with a budget of $500,000 to $750,000. Ten years ago, it peaked at roughly $2,000,000, with the lion's share (some $1,150,000) invested in the "Railroad Hour" radio show (NBC). AAR used the show for four and one-half years. #

P&G Introduces New Disposable Diaper, Shampoo

B&B Gets Assignment to Handle Pampers; Pert Brand to Grey

CINCINNATI, Dec. 12—Procter & Gamble has introduced two new products—Pampers disposable diapers and Pert shampoo—and has named Benton & Bowles and Grey Advertising, respectively, to handle them.

Pampers disposable diapers, handled by B&B, are being tested in the Peoria, Ill., area. Made of a soft, absorbent cellulose, they are promoted as "flushable through modern plumbing facilities," therefore providing "a highly sanitary diapering method." The diapers come in two sizes: small, for babies under 12 lbs.; and regular, for babies 12 lbs. and over.

Pert, handled by Grey, is being tested in the Denver and Nashville market areas. A pink cream shampoo, it "provides a superior degree of hair manageability, and excellent cleaning and rinsing qualities," according to the company. #

'62 Wynn Oil Budget Up 25% to $1,700,000

AZUSA, CAL., Dec. 13—Wynn Oil Co. announced last week that it has boosted its 1962 advertising budget to $1,700,000, an increase of 25% over current expenditures for its major product, Wynn's Friction Proofing.

The Wynn announcement said the ad money in the first quarter of '62 will go into continued sponsorship of the annual Sugar Bowl game and ABC-TV's "Ben Casey," plus sponsorship of Alex Dreier newscasts (ABC Radio) and Charles Collingwood (CBS Radio). Additional advertising is scheduled in a list of automotive trade journals.

Erwin Wasey, Ruthrauff & Ryan is the agency. #

Portables Account for 43% of Radio Sales, Survey Shows

Portable radios presently account for 43% of total set sales, according to a 10-city survey by C. E. Hooper Inc. for NBC Radio. William K. McDaniel, network exec vp, reported to NBC affiliates that in 10 markets, "an average 14.3% increase over the measured audience is delivered by portable radios in the home, as against sizable listening activity outdoors and in autos."

Markets surveyed were Albany, Chicago, Cleveland, Denver, Los Angeles, Minneapolis, New York, Norfolk, Oklahoma City and Sacramento.

Per-Car Ad Cost Drops to $31.70 in '60

Auto Makers Spend More, but Sell Even More Units; Ford's $18.97 Is Lowest

CHICAGO, Dec. 12—The automobile industry streamlined its advertising cost performance somewhat during 1960, managed to sell more cars than in 1959, and at a lower ad cost per car.

Advertising cost per car for the leading automobile makers in this country in 1960 was $31.70, down nearly 4% from the per-car cost of $32.99 in 1959. This was accomplished by spending 7.4% more on measured-media advertising ($192,441,974 compared with $179,167,845 in 1959) and selling 11.73% more cars (6,068,955 passenger cars registered, compared with 5,431,536 in 1959).

In terms of the individual models, advertising cost per car ranged all the way from $18.97 for the Ford standard model, which took an investment of $20,285,807 to sell 1,069,322 cars, to $161.70 for Pontiac's compact Tempest, which was introduced in 1960 to the tune of $1,994,349 and rang up sales of 12,335 cars. However, if the Tempest catches on as its predecessors did the year before, this inflated

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Agencies, Clients Must Earn Public Esteem: Petersen

NEW YORK, Dec. 12—Advertising's "problems" can never be licked by a government agency, an industry association or a public relations campaign—"They can only be licked by you and by me." Raymond J. Petersen, publisher of *Good Housekeeping*, warned last week.

The occasion was the New York Art Director's Club luncheon in honor of Frederic R. Gamble, president of the American Assn. of Advertising Agencies. "We can never buy public esteem," he said. "This is one thing we must earn. And *none* of us will get it unless *all* of us earn it."

■ He then cited several rotten apples that are spoiling the entire advertising barrel:

• **Among manufacturers**—"There's that fellow who says to his agency, 'You can't possibly prove that our product is better, because it isn't. But let's make it *sound* better. Let's invent some economies that enable us to sell the best quality in the field at a lower price.'

"Or the manufacturer who says, 'Who cares what it will do? After all, folks want to believe that it is helping them, so we are really performing a public service by giving them assurances and peace of mind.' "

• **Among agencies**—"There are plentiful examples of those who still hold to the creed that a good advertisement is one that the client has approved. And there are those who are far more concerned with enticing a buyer to buy the first time around than they are bothered about repeat business. After all, it will make a success story that's appealing to other prospective accounts."

• **Among media**—"We see some amazing coincidences in editorial and advertising subject matter. We know of many media being given a chance to bid for a large schedule by outlining the collateral services they might be disposed to offer.

"We know of advertisers and agencies who, not being able to refrain from an offering or a series of claims which could not be remotely considered in the consumer interest, have no trouble finding media willing to accept such advertising." #

Philco Denies Supermart Sell Injures Dealers

Beck Says Ford Will Push Philco Appliances, Put Both Insignia in Ads

PHILADELPHIA, Dec. 12—Henry E. Bowes, vp of Philco Corp. and general manager of its consumer products division, today told ADVERTISING AGE that the new Instant Dividend plan has exceeded all expectations by the company.

He said he considers it a wonderful merchandising plan, which could save the appliance industry. Charles E. Beck, new president and chief executive officer of

Henry Bowes Charles Beck

Ford's new wholly-owned subsidiary, told a press conference yesterday, "We think it is an excellent merchandising plan."

Mr. Bowes said he cannot understand why some of Philco's

(Continued on Page 98)

Supermart Deals Hurt Appliance Industry: Connell

CHICAGO, Dec. 12—Blasting "Instant Dividend" plans as "instant death" and "insane delusion," Eureka Williams Co., Bloomington, Ill., manufacturer of vacuum cleaners, yesterday became the latest critic of ID plans, originated by Philco. The plan enables consumers to buy major appliances through food supermarkets, using cash register tapes in partial payment (AA, Dec. 4, 11).

R. C. Connell, vp of Eureka, vigorously attacked the ID concept at a press luncheon yesterday. He charged that the appliance companies which are conducting the ID programs with supermarket chains "are injuring the entire appliance industry and dragging it down with themselves."

He asserted that "a merchandising plan which gives any segment or segments of the industry—factory, distributor, dealer or consumer—a benefit, can be at least tolerated. But a plan such as the supermarket tape plan is evil for all phases of the industry from factory to customer.

■ "This is wrong," Mr. Connell said, "because it is based on the

(Continued on Page 98)

Duensing Named Marketing Head of Armour Grocery Unit

CHICAGO, Dec. 12—D. L. Duensing, director of advertising and sales promotion for Armour & Co.'s grocery products division, has been

L. E. Kronsnoble D. L. Duensing

promoted to director of marketing of the division. He succeeds Robert B. MacLean, who left Armour to join S&W Fine Foods Inc., San Francisco, as exec vp.

L. E. Kronsnoble, who previously was brand manager for canned meats, has been appointed director of advertising and sales promotion. A new brand manager has not been named.

In other promotions in the division, J. M. Hoerner, general manager, was named exec vp of Armour & Co.; G. M. Keller, national sales manager, becomes general manager, and R. T. Boyers, assistant sales manager, was appointed national sales manager.

■ The grocery products division handles Armour's Dial soap, Liquid Chiffon and other soaps and detergents, canned meats, Dash dog food and Star Lite freeze-dried foods. #

Send in Your Agency Billings Questionnaire? Now Is Time

Questionnaires have been mailed to advertising agencies in the U. S. and abroad, requesting 1961 billings information for ADVERTISING AGE's 18th annual exclusive compilation of agency billings.

Last year billings information was presented on more than 675 agencies, including all agencies billing $5,000,000 or more in 1960.

For inclusion in this important list, agencies must return their questionnaires promptly. A form has been sent to the head of every listed agency. If you have not received yours, write James V. O'Gara, executive editor, ADVERTISING AGE, 630 Third Ave., New York 17, for a duplicate.

MAGOOF—*"What lovely teeth you have, my dear, and your complexion looks so nice under GE soft white light," chortles the near-sighted Mister Magoo in this ad, part of a new "Magoof" series of spot tv commercials by UPA Pictures for General Electric's bulbs, to run in 140 markets from Feb. 12 to March 10. "Magoof" describes homeowners who forget to keep an extra supply of bulbs or put one-way bulbs in three-way sockets. Magazines and point of sale will be used also. Batten, Barton, Durstine & Osborn, Cleveland, is the agency.*

Dentsu Reports '61 Billing Up 25%; Japan Total Volume Up 20%

NEW YORK, Dec. 14—So you think your agency had a good year?

Juichi Odani, vp of Dentsu Advertising Ltd., said this week that 1961 will see an increase of about 20% in total Japanese advertising and a 25% increase for the Dentsu agency.

Japanese advertising expenditures will hit $600,000,000, he predicted. Last year Dentsu billed more than $148,000,000.

■ Arrow shirts, moving into the Japanese market, has started a business paper campaign and will probably move into newspapers, television and other consumer media in less than six months, Mr. Odani indicated. Kaiser Aluminum will begin a corporate image campaign next year.

Arrow and Kaiser are accounts of Young & Rubicam, an agency with which Dentsu has a cooperating agreement. #

Ewert to Advanced Scientific

Advanced Scientific Instruments, Minneapolis, manufacturer of electronic computers, has appointed Carl Ewert Jr. advertising and public relations manager. Mr. Ewert was formerly advertising and sales manager of Hoigaard's, Minneapolis.

'Mademoiselle' Offers Splits

Mademoiselle will offer advertisers a 13-region split, starting with the February issue, An advertiser must purchase *Mademoiselle's* entire distribution, but will be able to make copy changes in ads going into any of the areas.

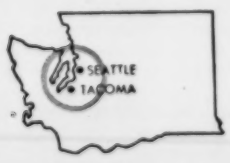
National Boosts Greene

Braddock Greene, director of marketing of National Distillers Products Co., has been promoted to the new title of vp in charge of marketing.

FRANK PESCE of Seattle, Washington State Manager, GLENMORE DISTILLERIES CO.

"We can't sell Tacoma from outside . . . it takes local ad coverage to do the job"

"We've learned the value of local advertising in the Tacoma area," says Mr. Pesce; "that's why we count on a strong schedule in the Tacoma News Tribune to help us get our share of the substantial sales potential in this rich market. It stands to reason," he continues, "because Tacoma is a separate and distinct trading area within Western Washington, it simply cannot be covered adequately by Seattle newspapers. Circulation facts back this up and our own sales figures are further proof that the News Tribune brings results."



Think Twice About Tacoma

The Tacoma market, Washington State's 2nd market, is intensely covered by the State's 2nd largest evening newspaper, the Tacoma News Tribune. No Seattle newspaper can claim merchandisable coverage in this area. Circulation of the News Tribune is now more than 87,000.

TACOMA NEWS TRIBUNE

Represented by SAWYER-FERGUSON-WALKER COMPANY, Inc.

New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco

YOUR PRODUCT is its own best salesman

CONTROLLED PRODUCT SAMPLING psychologically sets the pattern for repurchases because of the emotional impact and precise timing of GIFT-PAX and BRIDAL-PAX deliveries.

BRIDAL-PAX delivers YOUR PRODUCT exclusively; into the hands of 650,000 bride and grooms or 1.3 million young adults.

BRIDAL-PAX, INC.

GIFT-PAX delivers your product to new mothers at their bedside in the hospital.

GIFT-PAX, INC.

25 Hempstead Gardens Drive, West Hempstead, N. Y. • Telephone 516 IVanhoe 5-0660
U. S. A. CANADA UNITED KINGDOM

"Newsstand sales...reflect spontaneous, active interest."

McCall's advertisement–January 8, 1960

"...newsstands, the most critical and decisive market place we know."

McCall's advertisement–March 10, 1960

Well put, we say

Ladies' Home Journal is No. 1 in newsstand sales among all women's magazines

by over 250,000 copies

Lab for Electronics Unit Names Remsen

BOSTON, Dec. 13—Remsen Advertising, New Haven, has been named to handle advertising for the LFE electronics division of Laboratory for Electronics, winning out over 28 other agencies. The previous agency was Chambers, Wiswell & Moore.

During the past year, Laboratory for Electronics merged with two other Remsen accounts, Eastern Industries, Hamden, and Automatic Signal, Norwalk, Conn. Current products of the parent company include Doppler radar navigation systems for the Air Force's F-105 Thunderchief fighter-bomber.

Remsen will handle the new division's systems, computer products, instruments and international advertising. No billings estimate was available.

LFE reduced the original list to 12 agencies, which included Chambers, Wiswell; Remsen; Louis K. Frank Co.; Larcom Randall Advertising; de Garmo-Boston; Culver Advertising; Melvin J. Friedman Inc.; Triangle Advertising; Noyes & Co.; and Henry A. Loudon Advertising. #

Carolina Broadcasters Move

The North Carolina Assn. of Broadcasters will open a new state headquarters at 302 Superior Bldg., Raleigh, on Jan. 1. It will be staffed by John Harden Associates, a public relations company. Ed Rankin, Raleigh manager of Harden, will serve as executive secretary of NCAB.

40th Art Annual Published

The "40th Annual of Advertising & Editorial Art & Design" of the Art Directors Club of New York has been published by Farrar, Straus & Cudahy, New York. Price of the 356-page volume is $15. The 530 pieces exhibited at the group's annual exhibition have been reproduced in the book.

Much More Bounce . . .

Pepsi, Bottlers Set $35,500,000 Budget for '62

7 Media to Carry 'Think Young' Theme; Teem Gets Own Push

NEW YORK, Dec. 12—Pepsi-Cola figures to put more than $17,000,000 into national advertising in 1962, and to boost its total promotion budget to $35,500,000 next year.

Philip B. Hinerfeld, vp-advertising, said the total budget "represents the greatest investment in an advertising-promotional campaign ever in the company's history." Pepsi spent $16,422,000 in national media in 1960 and $32,000,000 altogether last year. In addition to its national budget, handled by Batten, Barton, Durstine & Osborn, Pepsi also allocates co-op money to bottlers, and figures in its total budget the money put out by bottlers themselves for Pepsi products.

Pepsi's 1962 drive will continue pushing "Now it's Pepsi for those who think young," with copy and illustrations "keyed toward this move toward a livelier, more youthful way of life, aimed at attracting people of all ages who are leading this new lively life."

▪ Details of next year's program:

• Nearly 1,200 newspapers are scheduled. About $1,200,000 will be spent on r.o.p. color, a "substantial" increase over the 1961 budget. Pepsi said it is the second biggest user of r.o.p. color among national advertisers.

• Four-color pages are planned

PLUG FOR PEPSI—*This ad will launch Pepsi-Cola's 1962 magazine campaign.*

for *Ebony, Life, Look, Progressive Farmer* and *The Saturday Evening Post*. In addition, b&w, color and back covers are scheduled for *Co-ed, Junior Scholastic, Practical English, Science World, Senior Scholastic* and *World Week*.

• On television, Pepsi will repeat its co-sponsorship of the "Miss America Pageant" finals, and will also participate in 11 other evening programs on all three networks. One-minute commercials are set for these CBS-TV shows: "I've Got a Secret," "Checkmate," "Frontier Circus," "Twilight Zone," and on these ABC-TV offerings: "Leave It to Beaver," "The Corrupters," "The Untouchables," "Cheyenne," "Adventures in Paradise," and "Ben Casey," and on NBC-TV's "Laramie."

Pepsi said an additional new series of spots has been prepared for network and local use. These emphasize "appetizing closeups of the product, with unique camera angles."

• Pepsi will "continue to be radio's biggest advertiser" in 1962. The Pepsi song will be heard in a wide variety of announcement types on major networks and independent stations. The "Jim Brown Show," recorded comment on the national sports scene, is being offered for sponsorship to franchised Pepsi bottlers. In warm weather, Pepsi will have 140 spots weekly on network radio.

• Pepsi will use outdoor boards, signs and point of sale material, and will also use rear panels on 8,000 Pepsi delivery trucks.

▪ A separate campaign will promote Teem, the lemon-lime drink now handled by 271 bottlers. Theme of the Teem drive will be "It's here! It's here! It's crystal clear! Teem, in the bright green bottle. Lemon and lime teamed up just right."

Teem will get four-color pages in a 12-state regional edition of *The Saturday Evening Post;* b&w and r.o.p. color mats for local placement; a series of tv spots; radio commercials; and promotion packages for bottlers. #

ITC of Canada Names Harris

Hershel Harris has been promoted from sales manager to the new post of general manager for Independent Television Corp. of Canada, Toronto, tv film distributor.

Breck Joins Farquhar

Samuel L. Breck Jr. has joined Farquhar & Co., Utica, N.Y., as an account executive. He formerly was advertising and public relations manager of Miniature Precision Bearings Inc., Keene, N.H.

Adams Moves to New Offices

Les Adams & Associates, Orlando, has moved to new offices at 7215 Orange Blossom Trail.

"THIS HELPS SALES"

In the Appliance · Radio · TV · Housewares industries, Electrical Merchandising Week is the *one* publication most directly related to retail sales. Example: Dealers, with EM Week's "Product Specifications" in hand, often prove a point and close a sale. Since EM Week's "Product Specifications" features began in March of this year, over 25,000 reprints have been bought and put to use in retail outlets from coast to coast.

One reader succinctly summed up dealers' attitudes toward EM Week with three short meaningful words, "This helps sales."

You can help *your* sales by selling EM Week's 30,000 dealers and 6,000 distributors. In addition to news and information coverage available only from an editorial staff as large and skilled as EM Week's, a *bonus* lineup of "Product Specification" specials is scheduled for upcoming issues.

January 29 — Electric Ranges
February 5 — Gas Ranges
February 12 — Room Air Conditioners
February 19 — Fans and Portable Evaporative Coolers & Dehumidifiers
February 26 — Vacuum Cleaners, Floor Cleaning Equipment

Display your line in the publication dealers use to sell their customers.

ELECTRICAL MERCHANDISING WEEK
A McGRAW-HILL PUBLICATION
330 West 42nd Street, New York 36, N. Y.

"Religion is getting to be a vending machine. You put in a nickel and you get a reward . . ."

"Any normal person will cheat in school. It's up to the teacher to stop it."

"Goals? We've got no goals. Our parents have achieved them all for us."

"Thursday is Queers' Day. If you wear green, you're homosexual."

"Just dying to travel— but I've gotta go first class, of course."

"I don't like to see poor people. You know, the beggars and the cripples and like that. They make me feel uncomfortable."

"Republicans are rich men opposing change and bound by the past."

"Democrats are loud-mouth, like Harry Truman."

"How many hours a year do we spend at pep rallies? Why can't we have learning rallies?"

"Parents just can't dance, and they do it anyway, and it's plain embarrassing."

"Payola is simple compensation for services rendered."

"Shoot low; they're riding Shetlands."

The accent is on youth in this week's glittering year-end issue of The Saturday Evening Post. For this special double issue, the Post commissioned George Gallup to interview over 3,000 youngsters between the ages of 14 and 22...at home, at work, in high schools and colleges across the country. Their provocative, frank (and often disquieting) comments are explored in depth in a Post blast entitled "American Youth: The Cool Generation" by George Gallup and Evan Hill. It quite possibly will be one of the most discussed articles of the entire year. And quite naturally it appears first in The Saturday Evening Post.

A CURTIS MAGAZINE

The Saturday Evening POST

Per-Box Allocation Unsatisfactory? . . .

Don't Cut Ads Just Because Crop Is Small, Washington Apple Men Urged

Johnson Points Out Market Rivalry Calls for More, Not Less, Ad Effort

WENATCHEE, WASH., Dec. 12—A plea that Washington apple growers reinstate consumer promotion that has been curtailed as a result of short crops was made by Robert W. Johnston, manager of the Washington State Apple Commission. He spoke to the annual meeting of the Washington State Horticultural Assn.

"Consumer advertising should not and cannot be much longer neglected," Mr. Johnston said.

Commission income is tied to the size of the crop, on which growers are assessed at the rate of 5¢ a box. Earlier this year growers turned down a proposal to increase the assessment to 6¢ a box. With the smallest Washington crop in 40 years, the commission has cut back consumer advertising and has reduced the size of its field promotion staff.

■ While Washington growers have reduced their promotion, competing areas and fruits are going the other direction, Mr. Johnston said. Michigan growers, he explained, now have a 3¢ a bushel assessment and are seeking a voluntary addition of 7¢ to bring the consumer advertising funds to 10¢. This, he went on, would permit a crash program of intensive advertising and merchandising in nearby areas.

The New York-New England Apple Institute has raised its consumer advertising budget to nearly $500,000, most of it to be spent in New York City, one of Washington's major markets, Mr. Johnston added.

The Florida Citrus Commission has raised its budget from $7,000,000 to $10,000,000 and California from just under $5,000,000 to $7,000,000, he said. #

American Hospital Names 3

American Hospital Supply Corp., Evanston, Ill., has appointed Joan Leff advertising manager of its scientific products division and George Snelgrove advertising manager of the hospital supply division. Miss Leff, who joined the company in 1953, was formerly advertising supervisor of the scientific products division. Mr. Snelgrove was assistant director of ABC Affiliated Distributors, Chicago, prior to joining American earlier this year. Ray Suski, formerly assistant art director, was appointed art director.

FIVE-STAR ENDORSEMENT—*"The testimonial to end all testimonials," five U. S. Presidents endorse the Advertising Council in this b&w spread. Six magazines and eight business publications have scheduled it for year-end issues. Leo Burnett Co., Chicago, is the volunteer agency.*

Jaeger Ltd. Drops Agency; Placement Direct More Flexible

LONDON, Dec. 12—One of Britain's leading fashion advertisers, Jaeger Ltd., will place its advertising direct next year.

Jaeger currently spends around $280,000 annually, through Mather & Crowther Ltd., mainly in newspapers and magazines, in promoting its fashion goods.

Mather & Crowther, which announced the decision, will handle the account until the end of March in order to see the client over the important spring season, and also to give Jaeger time to build up its own new advertising department.

The announcement said Jaeger regretted parting from Mather, "but they believe that only by themselves handling the hour to hour publicity problems of their kind of fashion business can they find the precise solutions they consider their business calls for."

Vernon Stratton, director of advertising, commented that it would be necessary to build up a considerably bigger advertising department than he possessed at present in order to handle the company's advertising direct.

■ "It probably will cost us more than $280,000 in the future because I don't imagine we shall get the usual discount," he added.

He said he did not believe that Jaeger's decision to place its advertising direct would set a trend. #

North Adds Two Accounts

North Advertising, New York, has been named to handle advertising for Regensburg & Sons, New York, manufacturer of Admiration and Medalist cigars. Regensburg followed Mort Heineman from Kastor, Hilton, Chesley, Clifford & Atherton. The account bills about $75,000. Also, the Chicago office of North has been named to handle advertising for the Sturdi-Bilt materials handling division of Union Asbestos & Rubber Co., Chicago, effective Jan. 2. Biddle Co., Chicago, the former agency, will continue to handle the rest of the company's advertising.

Smith, Barney on QXR

Smith, Barney & Co., New York, investment company, will sponsor special musical programs, "The Drama of Handel's Messiah," on Christmas night, and "A Musical Review of 1961" on New Year's night, on 12 stations of the QXR Network. Both shows will be aired from 8:05 p.m. to 10 p.m. (EST). Smith, Barney also sponsors "Music Magazine" on WQZR, New York, an hour-long Monday night show, which will be expanded to two hours on both holidays. Albert Frank-Guenther Law is the agency for Smith, Barney.

"LARGEST AND STRONGEST WEEKLY NEWSPAPER IN NEW YORK CITY... INDEED, IN THE COUNTRY"

—Charles Collingwood
on "WCBS-TV Views the Press"
November 16, 1961

"One of the most clearly defined communities in the City of New York, is Harlem," said Mr. Collingwood; "defined geographically, socially and ethnically."

And then he added, "The editor of the Amsterdam News, James Hicks, sets out, he says, 'to write up the minutes of the community'—a pretty good definition of the role of a weekly."

With a purchasing power of over 2½ billion dollars annually, the 1,250,000 middle-income group Americans who comprise most of the New York Negro market are influenced by opinion-leaders who get from the Amsterdam News a specialized approach with deeper insight, with the knowledge of the community's language, aspirations, problems and hopes. The Amsterdam News, more than any other newspaper is vital in reaching this rewarding market at your doorstep.

NEW YORK
Amsterdam News

Molds the opinion of the opinion-molders in this 2½ billion dollar market

2340 EIGHTH AVENUE • NEW YORK 27, N. Y. • ACademy 2-7800

A noted semanticist explains

SUNSET'S UNIQUE INFLUENCE IN THE WESTERN REGION

If you're a student of semantics, you know of Dr. S. I. Hayakawa, probably have read his books. His best known, "Language in Thought and Action," has been published in five languages. Dr. and Mrs. Hayakawa are Sunset readers, and the Doctor has some interesting ideas about Sunset's unique attraction for its 2,000,000 Western readers.

"Sunset is written to semantic principles," says Dr. Hayakawa. "Its language describes almost everything in terms of operations which the reader can carry out. It doesn't tell you that to see Santa Barbara is a *must*. It tells you what to see there, how to get around, what is unique to the locality, and lets the experiences speak for themselves."

The same philosophy, says Dr. Hayakawa, should make Sunset a forceful medium for the advertiser. "Because the language of Sunset is operational and clear, it must create not just vague desires, but clearly-defined demands for specific things."

That's a scholarly way of saying that Sunset talks to its readers *person-to-person*. One reason Sunset is able to do this is that every word in every issue is written by Sunset's own staff, not by outside contributors. And this helps to explain why advertising readership in Sunset is among the very highest in the magazine industry. The ideas in Sunset call for action – in home-building and remodeling, cooking, gardening and travel – and that action means sales for Sunset advertisers.

Dr. and Mrs. Hayakawa are typical of Sunset's reader loyalty. Before they moved from Chicago to California, seven years ago, a friend gave them a subscription to Sunset, saying, "This is what you'll need when you move out West." They've been living with Sunset, and carrying out Sunset ideas, ever since. "In fact," says Mrs. Hayakawa, "we never throw a copy away."

Sunset's only world is the West. It *reaches deep* into this world, with three localized zone editions. So if you market West of the Great Divide – in the seven Western states or Hawaii – your advertising belongs in Sunset. Its deep-reach, its "operational language," will work for you. In the West's Own Magazine of Western Living.

Western Living for Dr. and Mrs. Hayakawa centers around their hillside home in Mill Valley, California. The house was designed by Mrs. Hayakawa's brother, architect William Wesley Peters.

THE MAGAZINE OF WESTERN LIVING **Sunset**

LANE MAGAZINE COMPANY, MENLO PARK, CALIFORNIA

RAB Doubts Data Center Role in Radio Soon, But Clearing Houses Promise Early Start

NEW YORK, Dec. 14—If the Radio Advertising Bureau has sized up the situation accurately, there won't be any central billing system in operation for radio for a while yet.

RAB reached this downbeat conclusion after sounding out about 12 representatives and 12 advertising agencies for their reactions to current proposals for cutting into radio's "paper jungle." The bureau this week set forth the results of its "completely impartial appraisal" of central billing house developments in a report to member stations. Interviews were held only with reps and agencies which had seen presentations from one or more of the would-be central billers.

■ RAB found some supporters for the proposed systems, but described the returns as "far from unanimous." The report wound up with this prediction from the bureau: "Three companies will compete to do the job one could handle. Result: The paperwork jungle could turn into an anti-paperwork jungle . . . Delay in starting is likely.

"All in all, a big start has been made toward mapping out techniques of central billing. Out of presentations to reps, agencies and stations will probably come at least one system that makes it. But it will take a lot of evolution before the full benefits of central billing are achieved." #

NEW YORK, Dec. 14—Representatives of three central spot radio-tv billing clearing house companies seemed confident today that their operations will slip easily into first gear soon, despite Radio Advertising Bureau's pessimistic prognostications (see adjoining column).

They discussed their individual proposals before the Radio & Television Executives Society, but the differences between the systems designed to handle radio-tv's paper work were not clearly pinpointed.

Starting the question-and-answer session with the $64 question, William E. (Pete) Matthews, vp of Young & Rubicam, moderator of the panel, asked the speakers to define the basic differences between the three proposed clearing houses.

■ Kenneth Schonberg, president of Central Media Bureau, said his centralized data processing service will be offered from the outset for both spot television and spot radio. Mr. Palmer said that his company will first tackle spot radio, the smaller of the two media, and then move into tv after a few months.

George Schiele, sales vp of Broadcast Billing Co., said that his company, a division of Standard Rate & Data Service, will devote its initial efforts to tv.

John Palmer, president of Broadcast Clearing House, said his company has set its projected starting date as early spring, but each of the companies has indicated that it will be ready to roll as soon as a few clients are lined up.

■ All three companies indicated a similar method of charging for their services, based on a percentage of the gross dollar volume handled for each client—agency, station and representative.

Mr. Schonberg compared the spot buying problem to an iceberg, with the one-seventh above the water level representing the paper work involved and the remainder below the surface representing the difficulty in keeping up-to-date rate card information. "Unless we lick the rate problem, we haven't done much for the industry," he said.

Central Media Bureau, utilizing the electronic computer facilities of C-E-I-R, would file rate cards for all stations, including all station policies. Another file on advertisers would include the buying pattern and plans earned to date. When a buy is made, it would be priced correctly within minutes. Mr. Schonberg said that his company would offer a "complete control record."

■ Mr. Palmer said that Broadcast Clearing House would enter into the picture "only after the buy has been confirmed. We want to be a billing clearing house." Mr. Palmer emphasized that his company was not a source of information for availabilities; it would not compute buys, would not have access to confidential data, and would not receive and disperse payments. All data and monies would be handled for Broadcast Clearing House by Bank of America to keep such information confidential, he added.

■ Mr. Schiele said Broadcast Billing Co. would not be a clearing house for availabilities either and would not tell people what to buy. He said some of its work would be standardized—For example, reports to agencies on earned position and billings—while some services—estimating, etc.,—would be customized.

In opening the discussion, Mr. Matthews stressed the need for a way out of the "stormy sea of wood pulp we are engaged in daily." He noted that "there are 16 more steps in putting an ad in radio and television than in any other media." So far this year, Young & Rubicam alone has used 20,000 tons of paper, most of it for spot radio-tv, he lamented. #

Emery Is Named McKinney President; McKinney, Chairman

PHILADELPHIA, Dec. 14—Albert W. Emery Jr. has been elected president of Harris D. McKinney Inc., Philadelphia and Cleveland industrial advertising and public relations agency.

He succeeds Mr. McKinney, agency founder, who moves up to chairman of the board. Walter E. Rahel, formerly vp, succeeds Mr. Emery as exec vp. The agency bills over $3,000,000. In comment-

H. D. McKinney A. W. Emery

ing on the reorganization, Mr. McKinney stated, "Creative advertising is still basically a young man's business. These men contributed much of the skill and energy that allowed us to triple our billing rate in the past five years."

■ Mr. McKinney will continue to take an active role in the broad aspects of client relationships and account planning.

Mr. Emery joined the McKinney agency in 1955. He had been ad manager of industrial products of Westinghouse Electric Corp. directing the advertising and sales promotion for 13 Westinghouse divisions.

Mr. Rahel was with Ingersoll-Rand and DeLaval Steam Turbine Co. and was with Aitkin-Kynett Co. before joining McKinney. #

Mogge Moves Offices

Arthur R. Mogge Inc., Chicago, has moved its Miami office to a new location at 2701 S. Bayshore Dr., Coconut Grove.

Carli Kroske
Newcomer Weithaus

CALLING ALL WINNERS—*Kibitzing while Bob Newcomer, advertising manager of Calgon Co. calls winners of Calgonite-Reader's Digest merchandising contest, are Ches Weithaus, Calgon vp; Bill Kroske, account supervisor at Ketchum, MacLeod & Grove; and Lon Carli, Midwest merchandising manager for the Digest. Calls were made between sessions of the National Food Brokers Assn. convention in Chicago.*

Private Label May Be Device for Price Discrimination Offenses, Dixon Warns

Unfairness Complaints to FTC Have Been Bitter, Food Brokers Advised

CHICAGO, Dec. 12—Private label pricing in the food industry may contain "a device used to effect price discriminations," Paul Rand Dixon, chairman of the Federal Communications Commission, said here Saturday.

Private label pricing is "an increasingly serious practice," Mr. Dixon told the 58th annual convention of the National Food Brokers Assn. "I do not know if any of you or your principals are guilty of discriminatory pricing practices in this field, but if you are, I would advise you to quit it."

■ The FTC has been receiving reports on the practice, "and great concern has been expressed by those who have complained to us," he added.

"We are looking into whether private label products of the same grade and quality as advertised brands are being sold by the same manufacturers at prices materially lower.

■ "Any substantial differential can hardly be considered unimportant," he said, "particularly in the food field where competition is so strong and net profits so low. These private label products must bear their fair share of the manufacturers' overhead and operating costs."

Mr. Dixon noted that these practices may be in violation of the law "with an effect substantially to lessen competition and tending to create a monopoly. If such is the case, the commission will act, and act promptly and forcefully.

"Keep in mind," he told the brokers, "that this private label pricing practice is important, because only certain buyers can take advantage of the situation. Those who cannot make such purchases of private label merchandise may be paying for these discriminations on their purchases of advertised brands." #

Lefkowitz Seeks Law on False Ads for Fallout Shelters

BUFFALO, Dec. 14—The New York state attorney general would make it "a crime for anyone to sell fallout shelters through fraudulent means."

Louis J. Lefkowitz told a lunch meeting here that fallout shelter operators are collecting as much as $1,000 to dig a hole in a client's back yard—and then disappearing.

The attorney general said he would seek legislation to prevent companies from duping the public in advertising, sale and construction of fallout shelters. Mr. Lefkowitz said he will meet with industry representatives in New York to get their views on the proposed legislation.

(For additional news on fallout shelter advertising, see Page 58.) #

Burroughs Shifts Canada Account to Heggie from C-E

TORONTO, Dec. 13—Burroughs Business Machine Ltd. has appointed Heggie Advertising Ltd. to succeed Campbell-Ewald, Detroit. The account bills an estimated $100,000, chiefly in business publications.

Campbell-Ewald handles the parent Burroughs Corp. account in Detroit. The switch is described by Burroughs as a "natural followup" to the organization last winter of the new Canadian company, which consolidated the scattered Burroughs operations into a single unit. #

D-F-S Elects Two VPs

Carleton Jeffery and Robert Jordan, account executives of Dancer-Fitzgerald-Sample, New York, have been named vps.

Stress Selectivity, Not Numbers, Cone Tells Magazine Men

NEW YORK, Dec. 14—Magazines' advertising of circulation merely in numbers is wasteful and wrong, Fairfax M. Cone, chairman of the executive committee of Foote, Cone & Belding, Chicago, told the Magazine Promotion Group here today.

Fairfax M. Cone

Mr. Cone gave two reasons why he thought circulation promotion is wrong and went on to give his prescription for curing magazine promotion ills.

First, he said, the advertising of numbers is almost never news, "which is surely the first thing advertising is supposed to be.

"Any agency man worth his salt, and every advertising manager, knows to within a few hundreds the circulation of every magazine that carries advertising for anything more important than mink breeding," he said.

Second, he continued, these numbers aren't really terribly impressive. The advantage of numbers, he pointed out, lies with television, and when magazines advertise their numbers they only point up the difference and the disparity between themselves and tv. Tv, he said, is the medium he chooses to advertise clients whose products benefit by exposure to large numbers.

■ Mr. Cone then switched to the other side of the "coin of advertising effectiveness.

"There is a great and compelling, dynamic fact about advertising in magazines that no other medium can approach and that none of their salesmen, real or in print, can successfully attack.

"This is the fact of selectivity," he told the group.

He said that it is in the thoughtful and dedicated magazines that he wants to see his clients' advertising "aimed at thoughtful, intelligent people whom I hope to attract and maintain as regular customers for a group of superior products and surpassing services."

■ Each of the many magazines available today has its own, different, unique approach to what is deemed important in the total experience of our times, he said.

"That these approaches are different is the basis of magazine audience selection; and I believe they should be also the basis of magazine promotion through advertising," he said.

He urged magazine promotion men to research the audiences of their publications to find out how their readers differ from readers of other magazines in terms of how they think and live.

"I want you to tell me who it is I am talking to when I buy your magazines; and what they are like. I want to know this so I can tell my clients. Many of these are more than a little disenchanted with the dollar requirements and the risks of television. But they aren't going to move to smaller numbers, at any saving, unless these smaller audiences are cataloged and qualified, and, in a sense, guaranteed. This would make the difference in the product you are selling. And it would lift up magazine promotion to new values," he said. #

Avery Joins Baker

Don Avery, former art director of Dancer-Fitzgerald-Sample, has joined Herbert Baker Advertising, Chicago, as associate art director.

keldysh

keldysh

keldysh

M. Keldysh is one of the Soviet Union's top authorities on space development.

Recently, Electronic News covered a two-day meeting of the Soviet Academy of Sciences in Moscow. Presiding officer: Academy President M. Keldysh.

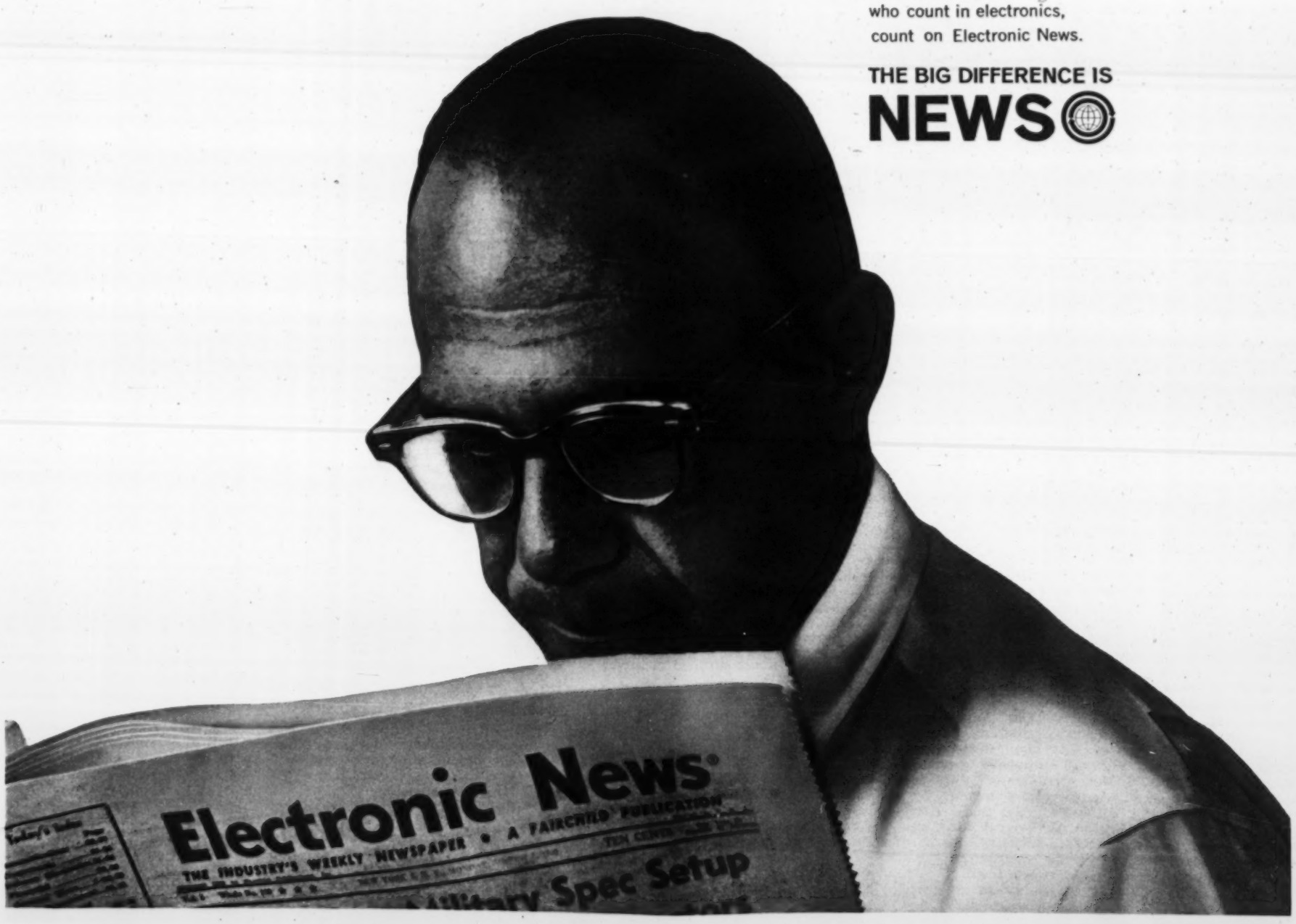
Among his remarks, he commented on developments in quantum radioelectronics, and predicted that mineral wealth will someday be carried from other planets back to earth.

президент Келдыш призвал к ускорению, не только полетов к дальним планетам, но также к освоению их человеком.

Electronic News reported this story in plain English for its 47,000 subscribers, just as it covers all the news of electronics. That's why people who count in electronics, count on Electronic News.

THE BIG DIFFERENCE IS

NEWS



Katz Sets Film Syndication Deal

NEW YORK, Dec. 14—Katz Agency has taken the lead in a move to spark the programing and sale of first-run prime time non-network tv film series. Called Trailblazer, the project will assure the Katz-represented stations two fresh 30-minute film series from Ziv-United Artists for sale next fall.

Stations participating in the plan, which is under the direction of Ollie Blackwell, Katz's new director of audience development, reportedly will be offered the shows at an advantageous price. Outside the 40 Katz markets, Ziv-United Artists will be free to sell the films on the usual syndication pattern.

The two Trailblazer programs will be selected early in January by Mr. Blackwell and by three executives of Katz stations—Merl L. Galusha, WRGB, Schenectady; Robert Olson, WTVT, Tampa; and Jack Tipton, KLZ-TV, Denver. Ziv producers will submit five programing ideas they consider good for syndication; from these the committee will select the two Trailblazers.

■ The committee will not wait to see a pilot before giving an okay to start shooting on 38 first-run films for each series. Mr. Blackwell told ADVERTISING AGE he did not know what types of programs will be submitted for approval, but he emphasized that the stations, which frequently are offered syndication fare from network rejects, would be getting first crack at this tv material.

At the moment, activation of the project hinges on station approval. The participating stations as a group—and not Katz Agency, which will profit only from the customary commissions on spot sales—will be committed for the financing of these series.

■ Mr. Blackwell indicated that the project might get under way with approval from 10 to 20 stations in the larger markets. Stations which participate in the plan may agree to buy either one of the Trailblazer films, or both, as they wish. The essential requirement is that they set aside a half-hour prime time period "guaranteed against pre-emption."

One program will be earmarked for sale to national and regional advertisers in prime time. The other program, designed for announcement carrier sale, can be scheduled at the convenience of the station.

■ Tv stations represented by Katz, in addition to those on the program selection committee, include: WMAR-TV, Baltimore; WBRC-TV, Birmingham; WKRC-TV, Cincinnati; WTVN-TV, Columbus, O.; WFIE-TV, Evansville, Ind.; WOOD-TV, Grand Rapids; WSAZ-TV, Huntington, W. Va.; WFBM-TV, Indianapolis; WAVE-TV, Louisville; WLAC-TV, Nashville; WVEC-TV, Norfolk; WTAE-TV, Pittsburgh; WCSH-TV, Portland; WLBZ-TV, Bangor; KSD-TV, St. Louis; WHEN-TV, Syracuse; KGNC-TV, Amarillo; WMT-TV, Cedar Rapids; KRNT-TV, Des Moines; KMJ-TV, Fresno; WFRV-TV, Green Bay; WJTV, Jackson, Miss.; KCMO-TV, Kansas City; WREC-TV, Memphis; WTCN-TV, Minneapolis; WWL-TV, New Orleans; WKY-TV, Oklahoma City; WEEK-TV, Peoria; KPHO-TV, Phoenix; KOAM-TV, Pittsburgh; KCPX-TV, Salt Lake City; KOGO-TV, San Diego; KOMO-TV, Seattle; KTBS-TV, Shreveport; KUTV, Sioux City; KHQ-TV, Spokane; and KAKE-TV, Wichita. #

A&P Revitalizes to Meet Competition, 'Food Topics' Says

NEW YORK, Dec. 14—Great Atlantic & Pacific Tea Co., in belated reaction to virulent competition, is changing its inflexible ways.

"The New Look at A&P" is limned in outspoken detail in the December issue of *Food Topics*. In earlier days, A&P revolutionized food retailing, but in more recent years, it has not kept up with current trends. The result: It has been slowly losing ground in major marketing areas. It is now No. 2 in New Jersey and "being pummeled by discount houses in New York," according to the *Food Topics* article.

Nevertheless, it still handles 10% of the nation's food dollars and is the fifth mightiest corporation in the nation. As it breaks away from its *status quo* philosophy of recent years, its comeback plan includes the following basic changes in operational policies, the article reported:

• "After years of blasting away at trading stamps, A&P has swung militantly into the fold with a four-state plaid stamps program . . . Introduction of the detested (to A&P) stamps is *prima facie* evidence of how badly A&P has been hurt by them."

• "New headquarters buying procedures (1) including acceptance of co-op money for one-inch newspaper ads, (2) approval of self-contained display units for non-foods and in-and-out items, (3) preferring palletized shipments to the warehouse, and (4) searching questions put to salesmen on what the competition is doing shelf-wise."

• "Departure from the overworked formula of selling encyclopedias, record sets and dishes over a period of weeks. A&P has launched a vigorous promotion which ties in quality general merchandise at prices approximately 10% above cost for an accumulation of register tapes. In the initial promotions, first Sunbeam shavers and then Swiss watches were sold, presumably as the start of a continuing program."

• "Introduction of the first of what may well be a chain of coin-operated dry-cleaning establishments, operating on a round-the-clock basis."

• "The 65-year retirement rule now being rigorously enforced.

• "Negotiations with Signet Laboratories for prescription drug departments in some stores."

• "Its 'discovery' that many stores are not only unpretentious but comparatively unattractive to sophisticated shoppers."

• "Taking the initiative in 9 p.m. closing hours and Sunday openings."

■ The article also noted that, in its growing days, the retailing giant introduced the first "economy" stores, the cash-and-carry system, the discount price policy, the vertically-integrated manufacturing-retailing setup, and the massive introduction of quality private labels.

When preparing the article, *Food Topics* was unable to elicit anything more than the customary "no comment" from the traditionally uncommunicative A&P. So the story was compiled over several months by associate editor Paul Gould from interviews with several dozen retailers across the country, the Justice Department and the FTC, editors of business and financial publications, investor services and several college professors. #

WINE WINNER—*The group of wine lovers in the Cherry Kijafa tv commercials is actually one person—Ken Harvey—shown here as Whistler's mother.*

3M Licensing Setup Is Hit in Anti-Trust Suit

DANVILLE, ILL., Dec. 14—A federal grand jury charged today that Minnesota Mining & Mfg. Co. has used illegal patent licensing arrangements to achieve domination in the manufacture and sale of pressure sensitive tape, magnetic recording tape and aluminum presensitized lithograph plates.

The indictment said patent licensing policies dating back to 1931 enabled the company to dictate to competitors the prices that should be charged, the products that could be made, and how they could be made and sold. According to Attorney General Robert Kennedy, the arrangements enabled the company to achieve dominance in all three fields.

■ In the indictment, the grand jury charged that Minnesota Mining used patent licensing arrangements which covered such elements as minimum price, most favorable terms of sale, classes of sale, and means of making distribution.

The indictment said the company systematically coerced competitors by threatening patent infringement litigation unless they entered into patent agreements. Under the agreements, it said, competitors were required to join in defending infringement suits against 3M, to give 3M royalty-free "grant backs" on patents of their own, and to refrain from selling for export.

■ Other conditions mentioned in the indictment included a scale which resulted in increased royalties to 3M as sales of licenses increased, and provisions that licensees sell only under their brand names, and not under private brands.

Nine other corporations were named as co-conspirators but not defendants.

In the pressure sensitive tape field they were Johnson & Johnson; Permacel-LePage's Inc.; Permacel Tape Corp.; Industrial Tape Corp., and Revolite Corp., all of New Brunswick, N. J.; Kendall Co., Boston; Norton Co., Worcester; Seamless Rubber Co., New Haven; and Johns Manville Corp., New York.

On the conspiracy counts relating to magnetic tape, Armour Research Foundation of Illinois Institute of Technology was named a co-conspirator, while in the aluminum pre-sensitized lithograph plate field, A. B. Dick Co. was named a co-conspirator.

'NO COMMENT YET,' 3M's BUETOW SAYS

ST. PAUL, Dec. 14—Herbert P. Buetow, president of Minnesota Mining & Mfg., said it won't be possible to comment on the Danville grand jury's anti-trust indictment "until we have had an opportunity to study the charges carefully."

He said even then it may not be possible to discuss specific details because the subject is technical and highly complicated, involving patents and patent license.

"We feel the case must be resolved in the courts," he added.

Mr. Buetow said the Justice Department has directed a series of inquiries at 3M since 1945.

"We have reported publicly and to our stockholders on several occasions that a federal jury had been actively investigating 3M's operations since 1959," he said.

■ In a statement to employes he said 3M has always had a policy of operating in conformity with anti-trust laws.

"I know this development is of concern to each of you as well as to our stockholders. Management is, of course, also concerned," the statement said. "Management remains firmly convinced the growth and prosperity of 3M has been due primarily to the loyalty, diligence and inventiveness of our employes. You have enabled this company to carry out properly and effectively its many responsibilities to stockholders, customers and the public."

Holmes to N.Y. Coke Bottler

Charles K. Holmes Jr. has been named to the new position of manager of marketing services of Coca-Cola Bottling Co. of New York. Mr. Holmes was for 12 years with Pepsi-Cola Co. He will be in charge of sales promotion and merchandising of the New York bottler, which serves a market of almost 20,000,000 through 24 plants in New York, New Jersey and Connecticut.

Cherry Kijafa Extends Use of Radio, TV

NEW YORK, Dec. 13—Cherry Kijafa's first use of tv has resulted in a sales boom which has emptied Browne Vintners' warehouse of its supply of the imported Danish cherry wine, Irving Meisel, advertising director of the importing company, told ADVERTISING AGE today.

Schedules for Cherry Kijafa will run in New York, Chicago and Miami through the end of the year. Started Oct. 23, the tv ads have been geared to the wine's highest buying season. In New York, a total of 86 spots are being run on WOR-TV, 72 on WNEW-TV and 72 on WPIX; in Chicago, 63 on WGN-TV; and in Miami, 36 on WCKT-TV. Television represents 75% of the Cherry Kijafa budget.

The tv effort is built around one 60-second commercial which features one actor talking the part of five characters, all displaying a satisfied reaction to Cherry Kijafa. The versatile performer, Ken Harvey, portrays a distinguished elderly Dane, his lace-capped coy mother, a Danish admiral, a crass American and the host of the commercial.

■ Browne Vintners hopes to run another tv push in the same three cities, plus additional markets, in late winter or early spring. In addition to tv, a current radio effort for Cherry Kijafa includes a total of 130 one-minute spots on WHP, Harrisburg; 240 on WCAL and WLAN, Lancaster; and 150 on WSBA, York, Pa. The radio push began in October and runs to the end of the year.

Sales for Cherry Kijafa are generally heaviest in the metropolitan areas, although the product has done well in the central Pennsylvania region, Mr. Meisel explained. The remainder of the wine's ad budget is devoted to insertions in *TV Guide*.

Lawrence C. Gumbinner is the Cherry Kijafa agency. #

K&E Decentralizes Its Lincoln-Mercury Dealer Ad Accounts

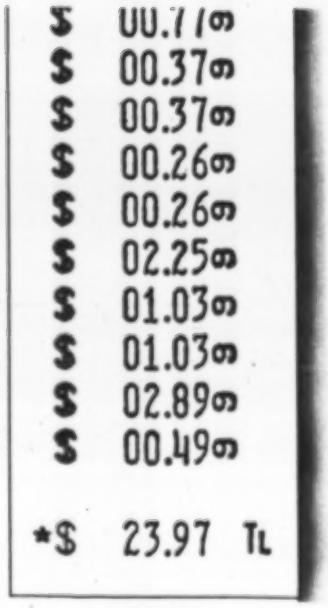
DETROIT, Dec. 13—Kenyon & Eckhardt has decentralized its 16 Lincoln-Mercury Dealer Assn. accounts, with four agency offices now handling the accounts, which total an estimated $7,000,000 in billings.

Lincoln-Mercury division has 21 regional offices, and each dealer association committee plans and places its own advertising locally. K&E's New York office handles the New York, Boston, Philadelphia, Washington, Memphis, Jacksonville and Atlanta committees under the new plan. The Detroit office now handles Buffalo, Cleveland and Pittsburgh, in addition to the Detroit dealer account.

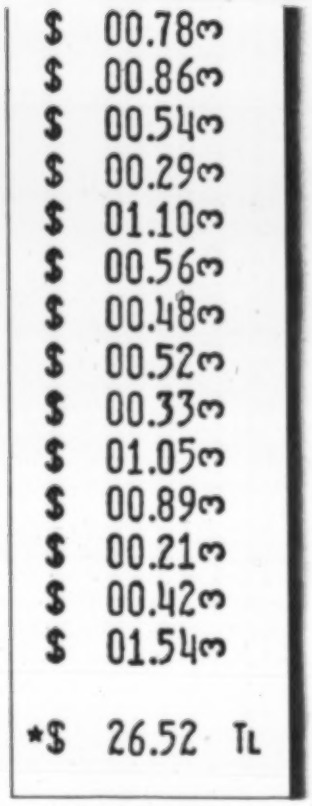
Chicago, St. Louis and the Twin Cities are handled in Chicago, and the Los Angeles agency office also handles part of the Dallas dealer business and the Oakland-Seattle-Denver account.

The Los Angeles dealers use Hixson & Jorgensen for their area advertising, and the Houston section of the Dallas association is handled locally by Aylin Advertising Agency. Cincinnati and Kansas City do not have official agency ties.

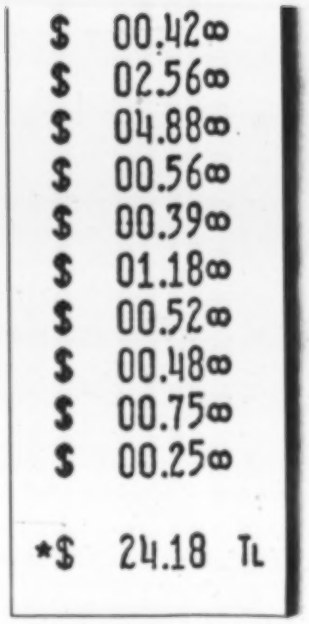
Dealer committees vote on their own advertising assessments. The per-car fee varies from year to year and from group to group. #



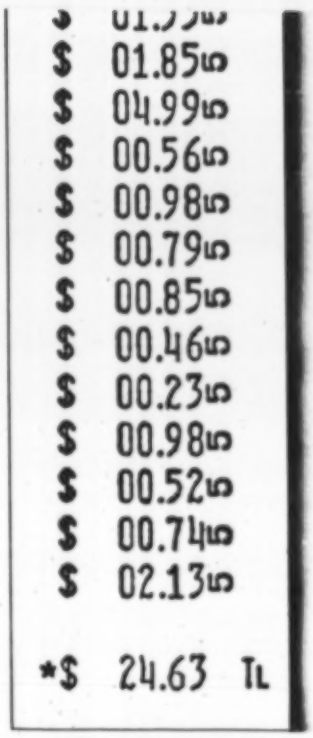
McCALL'S



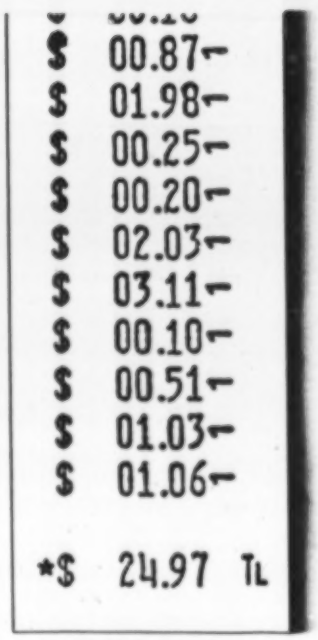
WOMAN'S DAY



LADIES' HOME JOURNAL



GOOD HOUSEKEEPING



FAMILY CIRCLE

Woman's Day households spend up to 11% more per family on food and grocery products than the readers of McCall's, Good Housekeeping, Ladies' Home Journal and Family Circle*. Why? Because Woman's Day food ideas give buying ideas to more than 5,500,000 loyal women—readers who go out and buy it, use it, clip it, keep it.

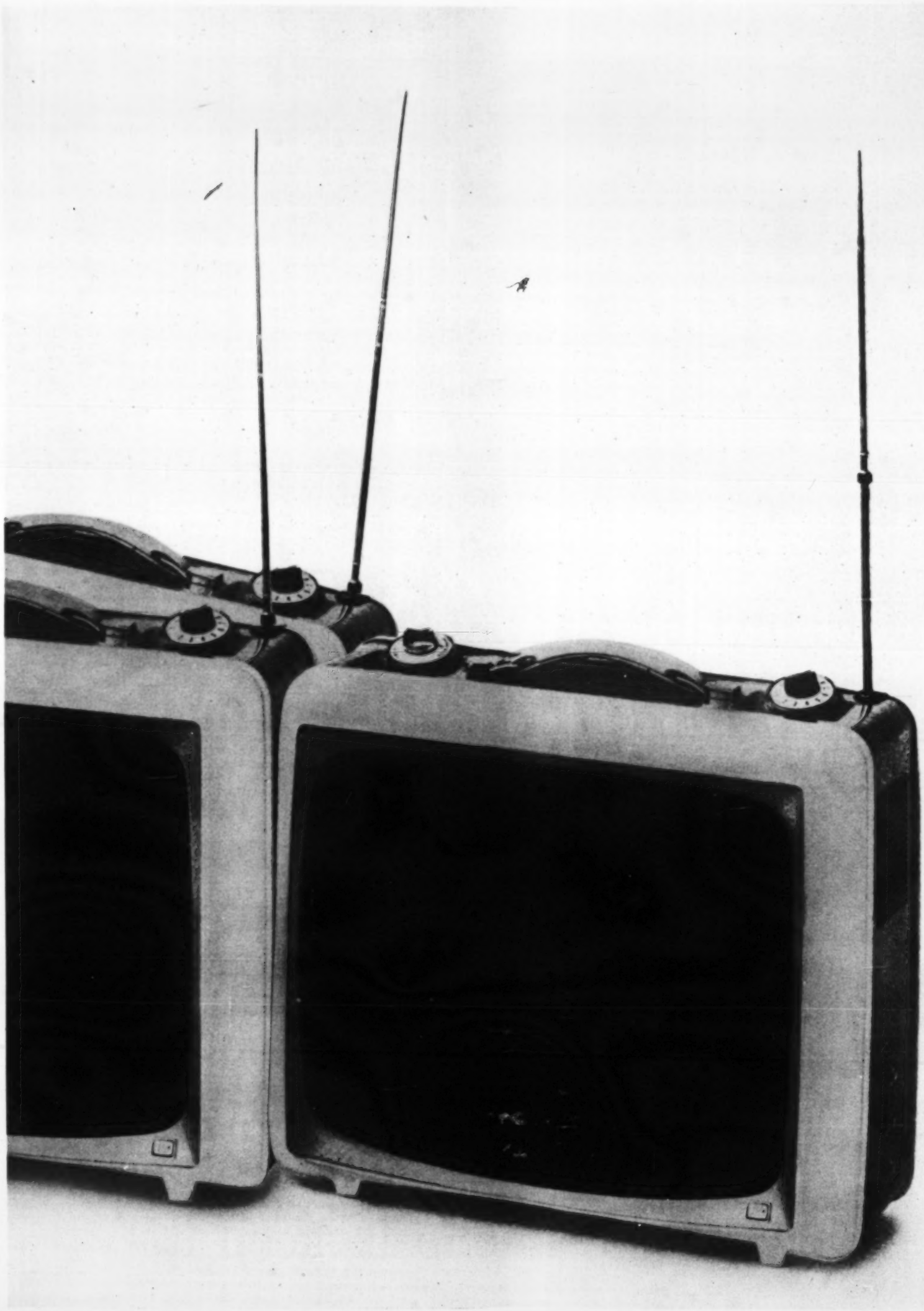
*Woman's Day $26.52; Family Circle $24.97; Good Housekeeping $24.63; Ladies' Home Journal $24.18; McCall's $23.97. (Source: 1961 Starch C. M. R. Median Weekly Food Expenditures.)

Woman's Day

A FAWCETT PUBLICATION

The woman's service magazine with 5,500,000 users

©1961, Fawcett Publications, Inc.



ABC-TV edges out NBC and CBS.

As this highly competitive season moves ahead, ABC does likewise. Taking the lead where it counts most—in the competitive areas where the watchers can watch all 3 network programming efforts.

In addition to its rating lead, ABC—in this Arbitron Report*—also took the

most half-hour firsts: 19 to CBS's 16, NBC's 14.

The margin, to be sure, is close. But the trend is again trending.

ABC TELEVISION

NETWORK	ABC	NBC	CBS
RATING	18.1	17.8	17.0

*Source: ARB National Report, Competitive Area Edition, week ending Dec. 3rd. Average rating, Monday thru Sunday, 7:30-11 PM.

The Editorial Viewpoint . . .

British Ad Czar: The Way Out?

As we reported in these columns last week, the British advertising industry is about to name an advertising "czar," with extremely broad powers to police advertising in all British media.

Two sentences from the story reporting this impending action by British advertising interests are extremely pertinent:

The advertising czar "will administer a code of advertising practice now being formulated which will be far tougher and more strictly applied than any voluntary code now in existence.

"With this police action the British ad business, beset by government taxes on television, the prospect of additional taxes and mounting public criticism, hopes to ward off further government legislation."

From this distance and at this moment, it is not easy to say whether the decision to set up an advertising czar is a wise one, nor whether the system will work satisfactorily when it is set up. But certainly it is clear that British advertising interests consider the situation a serious one, and that they believe *effective* self-regulation, headed by an individual with all the power they can give him, is the answer to the problem.

The implications of this action will not be lost on thoughtful advertising men in America.

In November, the Conservative Political Centre, a semi-independent arm of the British Conservative party, issued a report called "Choice—A Report on Consumer Protection," written by a committee of six, two of whom are industrialists and one of whom is in the advertising agency business.

The report spelled out the function of advertising, and asserted that its "immense importance as a channel of communication makes it vital that it should be an honest one." There are laws against misleading or harmful advertising, the report said, but these should be considered the last line of defense, with voluntary self regulation and industry codes operating as the first defense outposts.

Referring to the resolution adopted by the British Advertising Assn., the over-all advertising industry association, calling for an advertising authority to control advertising in all media, and pointing out that negotations (which have now blossomed into the proposal for a czar) were being carried on, the report went on:

". . . There are two reasons for our belief that voluntary controls can become effective. First, the owners of the press and the television franchise proprietors, as well as the advertising agents, have a considerable commercial interest in maintaining public confidence in the integrity of the advertisements they transmit.

"Secondly, rival manufacturers suffer even more than consumers from the effects of false advertising. A man who buys a tube of toothpaste because of misleading claims may lose a shilling or two, but other toothpaste manufacturers may lose tens of thousands of pounds when a false claim momentarily distorts the trade. In this case, the interest of the aggrieved consumer and the aggrieved manufacturing rival are identical, while the manufacturer is better able to make an effective protest than an ordinary member of the public.

"If the replacement of old standards by new and more stringent written codes helped to stimulate British business men to take a more robust and critical view of their competitors' advertising, then the British public should be well protected from the most imaginative effusions of copywriters."

What the writers of "Choice" have here said is, of course, the heart of the voluntary self regulation system. Self regulation is enlightened self interest at work. Effectively at work—and to be effective it must include taking "a more robust and critical view of competitors' advertising"—the industry and the public are jointly served; and served better, usually, than any system of imposed law can serve them.

Sad Story

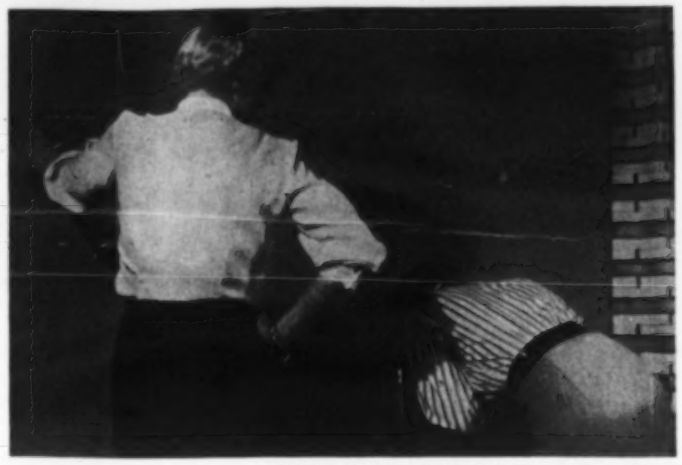
Those of us who have been applauding the widespread development of employe ownership of American businesses, and visualizing the eventual emergence in this country of a new kind of employe capitalism, have been saddened by the recent news out of Milwaukee.

The *Milwaukee Journal* had been plagued by a strike—which came to an end last week—centering around 57 employes of the *Journal's* mail room who are affiliated with the International Typographical Union. The strike stopped other members of the paper's staff from crossing picket lines, and prevented issuance of normal-size papers during the heavy profit-making days of the Christmas season.

There was little unusual about this—except that the *Milwaukee Journal* is a shining example of employe ownership. According to recent figures, 70% of the *Journal* stock is owned by active employes, and among 297 mailers and compositors most directly affected in the strike, 211 are stockholders.

Here is a sad case in which stockholders directed a vital blow at their own property by striking against it.

Gladys the beautiful receptionist



—Stanley H. Jack, R. Jack Scott, Chicago, Illinois

"I got the idea during last year's office party. This year, just before it starts, I'm going to eat a whole clove of garlic."

What They're Saying . . .

America Sells Freedom

Just what is it that America has to "sell"? Is it the world's highest standard of living? Is it a picture of a nation with so many automobiles that cities are hard put to find room for them? Is it the labor-saving gadgets in incredible profusion available to American housewives? It is, of course, none of these things, as attractive as they may seem. It is simply the freedom that America offers every man to work out his own destiny.

To disseminate this simple truth requires, it seems to us, no elaborate governmental sales organization. It is a truth that has drawn men to America for more than 350 years and has captured the imaginations of people all over the world. It is a truth so powerful that our chief competitor in the war of ideas goes to great lengths to prevent its citizens from seeing American books and magazines, from listening to American radio transmissions.

Whatever "image" the United States currently may present to people of other nations, we do not believe that the American concept of freedom is losing its appeal. But it could, if we start thinking liberty is something we can sell only if we wrap it in a new package and merchandise it hard enough.

—from an Editorial in the Wall Street Journal, Nov. 10.

A View of Psemantics

The other day, walking quietly along what the No. 13 bus conductors just after the war called Baker Strasse and the cognoscenti (or In) now call Madison Avenue West One, I suddenly thought how odd it is that such an extraordinary number of today's loaded words begin with "p."

Parking started it, but in no time at all you can run through such begetters of argument as patriotism (very dubious nowadays), profits (vaguely immoral), punishment (capital and delinquent), principles (your own), prejudices (the other person's) and, if you happen to be in the communications business, you arrive smartly at words like propaganda, publicity, public relations (and ditto officers), press lords and program contractors.

Maybe there is a whole new field of study in psemantics.

—Y&R Quarterly, published by Young & Rubicam Ltd., London, England.

Advertising Age

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

British advertising interests have decided to name a czar to rule the industry.

Politics makes strange bedfellows, and so does a national tax on advertising.

•

A sad sequel to that "Beat Navy" ad run by West Point cadets in the *Philadelphia Inquirer* ahead of the big game was the unceremonious firing of the Army coach a few days after the Middies had run off with a victory.

•

If you don't think this is a litigious business, please note that Louis Nizer's best-selling "My Life in Court" includes cases involving advertising agencies and libel and copyright law, not to mention advertising involved in a stockholders' proxy fight.

•

Ben Corrado chides motivation research as concerned with "theoretical pursuit of unanswerable questions," and chances are that Alfred Politz would express complete agreement with this point of view.

•

The credit cards illustrated in the Christmas ad of the Lord Buxton billfold carry a little unobtrusive but nevertheless welcome publicity for an organization called Doyle Dane Bernbach.

•

"A good hairdresser, like an artist, strives to achieve beauty," says Mr. Kenneth, whose professional authority is indicated by his title of artistic director of the Lilly Daché salon.

•

"More women than men own stocks," says a New York Stock Exchange ad addressed to the ladies, thus confirming the generally held suspicion that they both rock the cradle and rule the financial world.

•

A new Revlon lipstick is described in the advertising as "luscious," thus creating the belief that it must taste just as good as it looks.

•

"Why Otto Graham All-Stars drink tea, the hot refresher," the headline says.

A look at the record suggests that it might be more to the point to find out what the victorious pros have been drinking.

•

George Preston Marshall nominated himself to tell readers of the *Post* that baseball is not the national pastime, but the owner of the winless Washington Redskins is not speaking from a very lofty eminence.

•

"Always have at least one Fiat," the ad says, hinting that there may be some ten-car families.

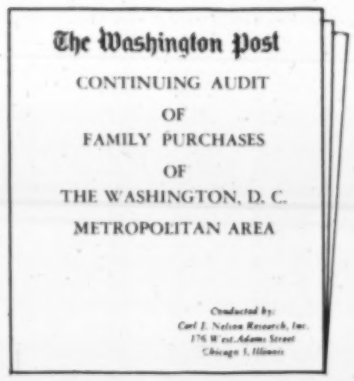
Is it possible the Fiat is cheaper by the dozen?

•

In considering who will be named Man of the Year for 1961, it's practically certain that someone will enter the nomination of the imperturbable Enos.

COPY CUB.

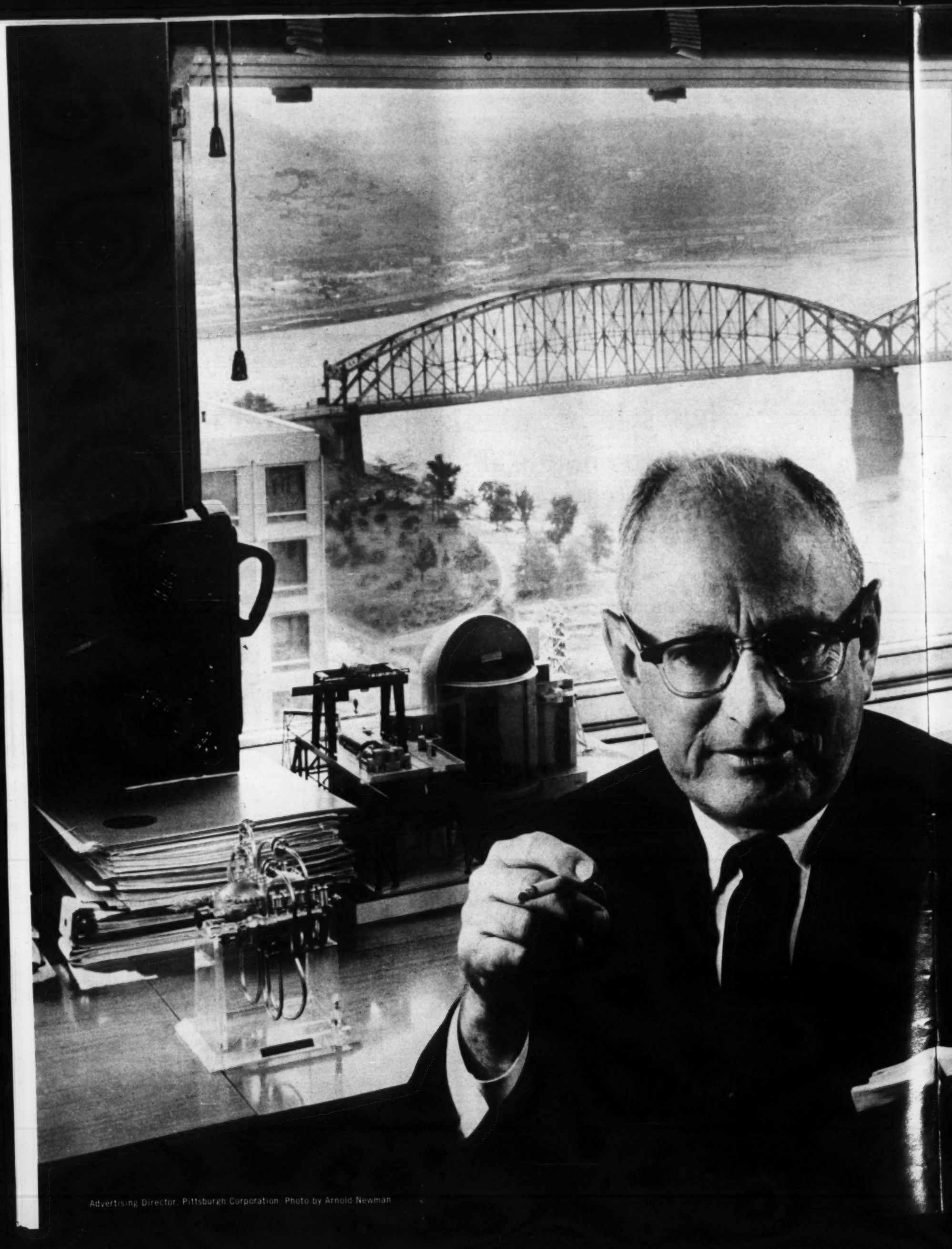
In the 18 to 44 age group, which accounts for two-thirds of the market, more married adults read The Washington Post than read both other Washington newspapers combined.



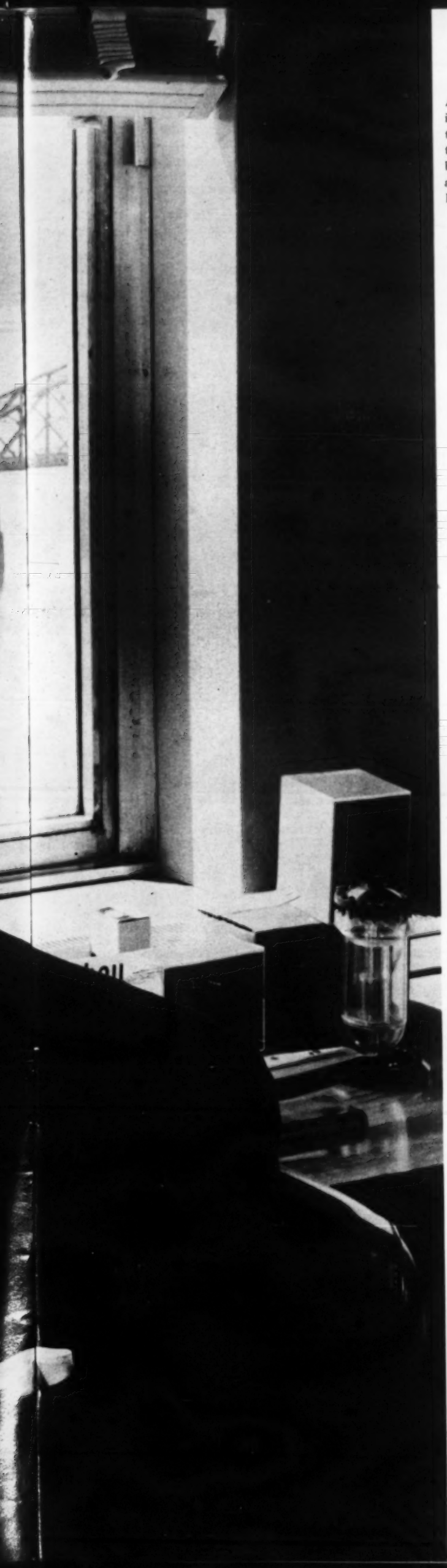
Carl J. Nelson Research, Inc., January-June 1961

Member Newspaper Color Advertising, Inc.
Continuity Rates Apply to Both Color and Black and White.

Represented by: Sawyer, Ferguson, Walker—N.Y., Chic., Det., Atlanta, Phila., San Fran., Los Angeles; Joshua B. Powers, Ltd.—London; Senor G. Enriquez Simoni—Mexico City; Allin Assoc.—Toronto & Montreal; Hal Winter Co., Florida Hotel & Resorts, Miami Beach; Tom McGill, New England Hotel & Resorts, W. Roxbury, Mass.; Lou Robbins, N. Y. & N. J. Hotel & Resorts, 1265 B'way, N. Y.; Grant Webb Co., Fin. Adv.—N.Y., Chic., San Fran., Los Angeles, Seattle; C E. Starck, Pocono Hotel & Resorts, 86 E. Beverly Pkwy., Valley Stream, N. Y.; Puck, The Comic Weekly, Member, Metropolitan Sunday Newspaper, Inc.



Advertising Director, Pittsburgh Corporation. Photo by Arnold Newman



A man who knows how to get things done in business knows there's practically no limit to the ad-job he can do in businesspapers. For this is the place where buyer meets seller with business in mind—actively looking for facts and figures and ideas and products that will help him in his business.

Business begins in businesspapers

...Persuading architects and builders to specify a new material by brand name, or moving a line from the bargain basements to the quality floors in department stores—these are just two of the specific jobs that businesspaper advertising did last year...the kind they can do for your products this year—and next year—because

"advertising in businesspapers means business"

Write ABP for "Working Press At Work"... 146-page catalog of business advertising effectiveness. $1 per copy.

THE ASSOCIATED BUSINESS PUBLICATIONS

205 EAST 42nd ST., NEW YORK 17, N. Y. • 201 N. WELLS ST., CHICAGO 6, ILL. • WYATT BUILDING, WASHINGTON 5, D. C.

GOOD BUSINESS ADVERTISING WORKS BEST IN A GOOD BUSINESSPAPER—AN ABC-AUDITED, BOUGHT-AND-PAID-FOR ABP PAPER.

GET TOUGH!

Firm up your business by advertising to the *premium* male market in ELKS MAGAZINE

*Starch Consumer Magazine Report, 1961

If your business is slow to respond as the economy turns up—try a promotional push to the affluent, acquisitive Elks market. Elks are among the nation's top earners . . . with a high $8,709 median income*. They are mature heads of households who own and buy just about everything at a record rate*.

Nearly ½ are business owners, officials or professional men—well paid, well housed, well traveled community leaders. Advertising to Elks is smart. They are proven buyers—with the temperament and the means for making consistently large scale expenditures on business, shelter, apparel, leisure, luxury and service items.

Get tough with your ad dollar. Squeeze it for all it's worth with sales messages in ELKS MAGAZINE . . . the only publication designed to exclusively reach, influence and sell the dynamic Elks group. The cost— about ½ that of other leading Men's books.

CIRCULATION.....1,308,301 (ABC 6/30/61)
C/P/M.....$2.33

THE Elks MAGAZINE
• New York, 386 Park Ave. South
• Chicago, 360 N. Michigan Ave.
• Los Angeles, 5900 W. 3rd St.

WWTV AREA RETAIL SALES TOP WYOMING'S BY 91%!

WWTV has daily circulation, daytime and nighttime, in 36 Michigan counties (NCS No. 3).

Your chances of making sales in the big WWTV coverage area (Northern Lower Michigan) are almost twice as good as in *all* of Wyoming*.

WWTV, Cadillac-Traverse City, is the undisputed leader in 36 Northern Lower Michigan counties—delivering more homes than Station B in *all* 168 quarter hours surveyed, 6 p.m.-Midnight, Sunday through Saturday (NSI for Cadillac-Traverse City—Oct. 17-Nov. 13, 1960). You would need 13 daily newspapers or 16 radio stations to even *approach* this penetration.

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of outstate Michigan worth having. *If you want it all, give us a call!*

**WWTV area retail sales are $832,349,000 annually compared to $436,251 for Wyoming. Source: SRDS.*

The Fetzer Stations

WKZO-TV—GRAND RAPIDS-KALAMAZOO
WKZO RADIO—KALAMAZOO-BATTLE CREEK
WJEF RADIO—GRAND RAPIDS
WJEF-FM—GRAND RAPIDS-KALAMAZOO
WWTV—CADILLAC-TRAVERSE CITY
KOLN-TV—LINCOLN, NEBRASKA
KGIN-TV—GRAND ISLAND, NEBRASKA

AM-TV-FM

WWTV

316,000 WATTS • CHANNEL 13 • 1282' TOWER • CBS and ABC
Officially Authorized for CADILLAC-TRAVERSE CITY
Serving Northern Lower Michigan

Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

Lester Rondell, vp and executive art director of Grey Advertising, will have his third one-man show Dec. 26-Jan. 6 in New York's Janet Nessler Gallery. At his last show, in late 1958, 22 of the 24 paintings hung were sold opening night! . . .

Victor A. Bennett, president of the New York agency bearing his name, was married Nov. 25 to Mrs. Margaret Blanchard. They're honeymooning in England and Wales . . .

Jazz after hours: Jazz buffs in Chicago's ad circle got a welcome earful one Friday night last month when a group of Chicago admen (plus a couple of old pros) staged a real jam session at the Chicago Federated Advertising Club. Organizer of the session was **Win Colby**, Chicago sales representative for Station WOR, New York. Playing at the session were **Bob "Rags" Ragland** (piano and leader), Advertising Time Sales; **White Mitchell** (bass), Bolling Co.; **Eddie Tilden** (drums) formerly with Adam Young Inc., now fund raising for Princeton University; and **Roger Ragland** (guitar), Quaker Oats ad department. The group plans another CFAC session in January . . .

OLE!—*For the record, here's the proof that John F. Maloney, research director of Reader's Digest, really did comport himself in fearless bullfighting manner during the International Congress of Advertising in Madrid. He was one of ten brave conventioneers who volunteered by mail early this summer to undertake one brave bull apiece in the Plaza de Toros Vista Alegre as a convention highlight.*

Appointments: **Leroy Winbush**, president of Winbush Associates, Chicago, has been appointed to the volunteer public information committee of the Chicago chapter of the American Red Cross . . . **Warren Beaman**, of Beaman-Triggs Advertising Co., has been elected to the board of directors of the Better Business Bureau of Austin, Tex., for a three-year term . . . **Harry Hornby**, publisher of the *Uvalde Leader-News*, has been appointed to the State Parks Board of Texas for a six-year term by Gov. Price Daniel . . .

Portland radio stations recently tipped their hats twice within one week to members of the Showalter Lynch Advertising Agency. **Showalter Lynch**, agency president, was honored as Business Man of the Day by KISN, and **Annette Ross**, vp of the agency, was honored as the station's "first lady" by KXL . . .

Ed McAuliffe Jr., son of **Ed McAuliffe**, copy director of Needham, Louis & Brorby, Chicago, and captain and center of the Fenwick High School football team, has been named a winner of the Noble Kizer trophy. The selection is made each year by the Purdue University Club of Chicago to two boys on the basis of their excellence in athletics, scholarship and leadership . . .

Clyde Bedell, longtime former columnist with ADVERTISING AGE, has been honored by San Jose State College of California's school of journalism for his contribution to advertising as practitioner, educator, consultant and lecturer . . .

Michigan State University, East Lansing, Mich., has promoted **John W. Crawford** to the rank of professor. Mr. Crawford, who was appointed to head MSU's department of advertising two years ago, was formerly creative director of Leo Burnett Inc., and vp of Kenyon & Eckhardt, Chicago . . .

Engagements: **Ana Hilda Bernal**, director of media, and **Premier Maldonado**, account executive, of Gotham-Vladimir Advertising of Puerto Rico, Santurce, will be married Dec. 23 . . . **Rolf G. Lindstrom**, Sears, Roebuck & Co., Hartford, has become engaged to Laura Johnson . . .

Harry W. Chesley Jr., president of D'Arcy Advertising, is heading the advertising and newspaper section of the fund-raising drive for the Foreign Policy Assn.—World Affairs Center . . . **Frazier Reams**, president of Community Broadcasting Co., Toledo, has been named to a four-year term on the Ohio Educational TV Commission . . .

Among the overseas ad contingent in New York earlier this month were **Anthony Hyde**, owner of London's Armstrong-Warden Ltd and **Daniel Jehouda**, president of Lausanne's Le Scribe Advertising. Toby Hyde, who many friends know from his stateside McCann-Erickson and Tea Council years, was here to do client work. Danny Jehouda was scouting the American scene looking for new business tieups with a budding European agency network he heads up . . . From the opposite direction came **Yo Kinoshita**, vp of Dai-Ichi Kikaku Co., a Japanese agency specializing in tv advertising . . .

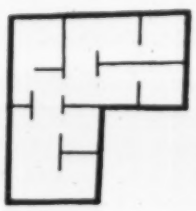
AUTOMOBILES? Slightly over ½ intend to buy a car within 24 months – and 7 in 10 plan to buy it new, spending an average $3,082. (Which represents a total market of 2½ billion for new cars alone!)

HI-FI or STEREO? Geographic families have plans to acquire 212,000 units of hi-fidelity equipment, 308,000 of stereo equipment, within 2 years.

HOME IMPROVEMENTS? About 373,000 home-owning families (1 in 5) say they'll undertake some form of major alteration or construction within 24 months – including new or remodeled rooms, redecorating, painting, new garages, kitchens, etc.

GEOGRAPHIC FAMILIES ARE BUYING.

(WHAT ARE YOU SELLING?)



HOUSES? Nearly 200,000 families – about 1 in 10 – say they are making plans to buy a house within 24 months. (90% of the Geographic audience already owns over 2¼ million homes, valued at around 42½ billion dollars!)

VACATION TRIPS? About 7 in 10 Geographic families say they plan to travel on their main vacations (averaging 3 weeks) in the next 12 months.

WHAT ELSE? It depends on what you have to sell. The meaningful facts reported here are from the most recent National Geographic readership studies. With annual income averaging $12,108 (and every fifth household earning $15,000-upwards), today's active Geographic families plan ambitious shopping lists. To get your product included, tell them about it through the pages of their favorite magazine.

NATIONAL GEOGRAPHIC Washington 6, D.C.

"Stand still in Detroit for 5 minutes and they're apt to build a skyscraper around you!"

That's more truth than jest. In Metropolitan Detroit, the old is coming down and the new is going up. New office buildings, manufacturing plants, apartments, civic projects, neighborhood redevelopments, schools, shopping centers. Not just plans, but realities.

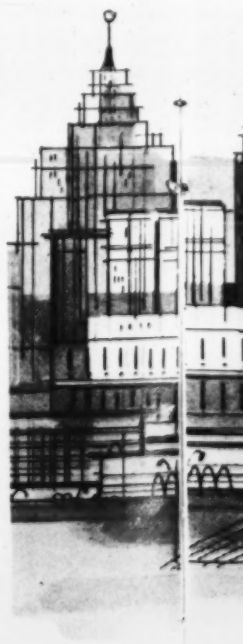
Typical of what's happening in Detroit . . .

- A fabulous new civic center, including a $55 million convention hall and sports arena, now faces the world's busiest waterway.
- A $20 million Michigan Consolidated Gas Company skyscraper is nearing completion.
- Twenty-seven major shopping centers have been completed. Still more are in progress.
- One hundred sixty-two miles of expressways hemstitch Metropolitan Detroit . . . 109 more miles to be under contract or construction by mid-1962.
- Western Electric's new $5 million distribution center is operating.
- A $10 million First Federal Savings building is under way, a towering neighbor to the National Bank of Detroit's new $20 million central offices.
- The Kelsey-Hayes Company's new $4 million manufacturing plant is in production.
- A $16 million Detroit Bank and Trust Company headquarters building will soon be built.
- McLouth Steel's $105 million expansion has started, as has Great Lakes Steel's $100 million capital investment program.
- A new $2.5 million Demery's department store is in full operation, and the $12 million Northland Towers office building and Stouffer's Motor Inn are being erected.
- $39 million in neighborhood reconstruction has been expended–first stage of a $190 million civic reconstruction program.
- Bank debits (money at work), have doubled in the past decade; savings and commercial deposits are up $1.3 billions.

Metropolitan Detroit's economy is healthy . . . evidenced by 481 new industrial starts, and upwards of 500 industrial expansions of existing industries since 1958; and a highly productive working force of more than 1¼ millions.

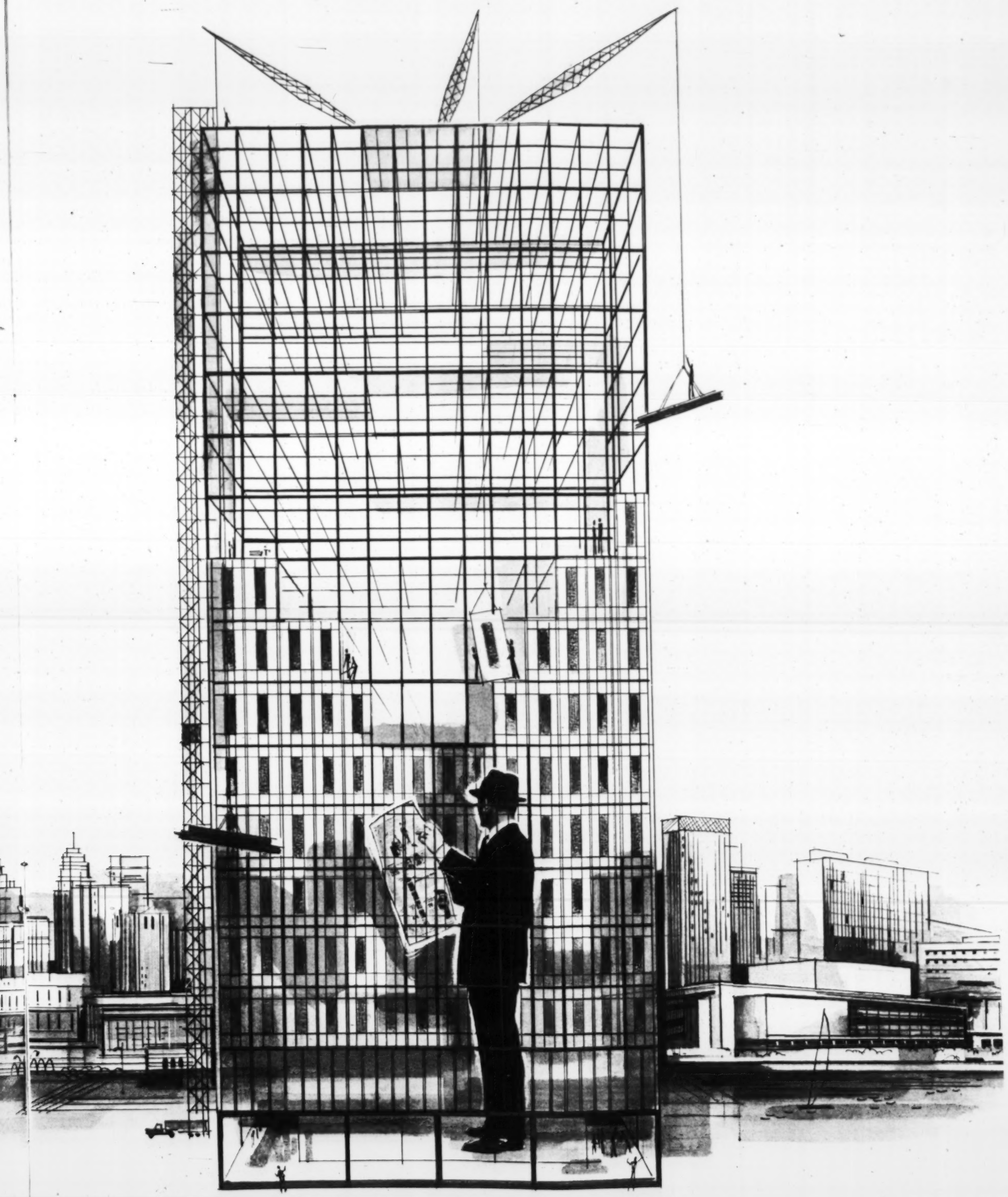
Metropolitan Detroit's people are prospering, too. Spending $5 billions annually for retail goods and services, Detroit area families enjoy an average annual income of nearly $7,000 . . . own more than 1¼ million cars . . . own 71 per cent of the market's million-plus homes–highest home ownership ratio among the nation's major markets.

Whether you're looking for a market to sell your products or a place to settle your plant, invest in the vigor of the industrial capital of the world . . . and its abundance of energy and skills.



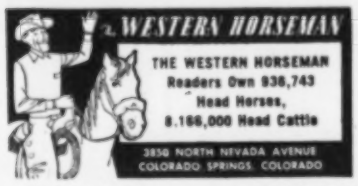
The Detroit News

WWJ and WWJ-TV



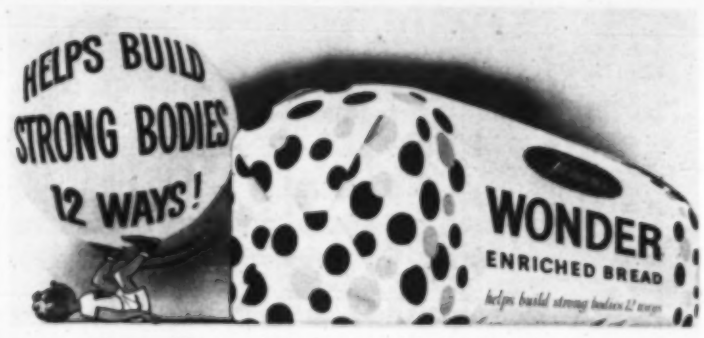
Rumrill Appoints Four

Vera Mezei, formerly with Sullivan, Stauffer, Colwell & Bayles, has joined the copy staff of Rumrill Co., New York. Virginia E. Roos, previously with Croot & Brant, has joined the food publicity staff. Robert S. White, formerly with Federman, Adams & Colopy, has joined Rumrill's Rochester staff as a sales promotion art director, and Donald Moffitt, previously with *National Jeweler*, has joined the Rochester staff as an account representative in the pr division.

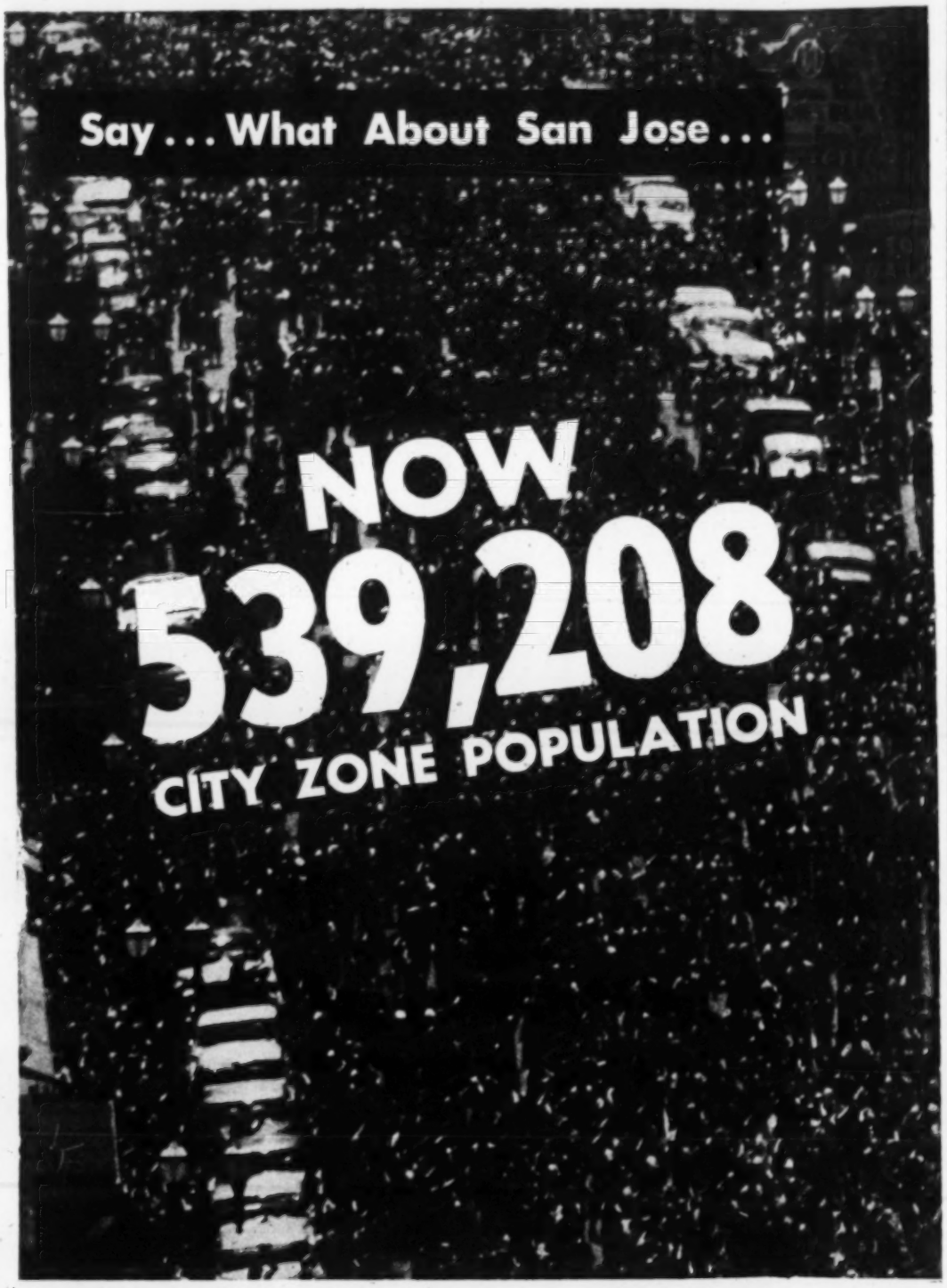


Ball Names Two; Adds 3

Marvin Bordetsky and Carl M. Craig have joined Ball Associates, Philadelphia, as account executives. Mr. Bordetsky was formerly in the advertising department of Foster Mfg., and Mr. Craig formerly operated his own agency in Philadelphia. The agency has also been named to handle advertising for Recreation Capital, a small business investment company; Dick Robinson Vocal Studios, and Fred Frankel Associates, recreation and swim club consultant.



STARCH TOPPERS—*The outdoor poster with the top copy performance index in the four weeks ending Nov. 1 was the one for Quality Bakers' Sunbeam bread. This poster had an index of 91. Second was Atlantic gasoline with an index of 86 and third was Wonder bread, with 80. The remaining seven of the top in the Starch ratings were Pepsi-Cola, 75; Schaefer beer, 71; Coca-Cola (king size), 71; Rheingold beer, 68; Howard Johnson's, 68; Royal Crown Cola, 68; and Hostess cup cakes, 67.*



. . . That's a 13.3% one-year gain! And remember,

ONLY the Mercury and News offer 65.3% coverage—

DOUBLE all other "big city" dailies—combined!

San Jose

Mercury and News

Call Ridder-Johns for Details

Member of Metro Sunday Comic Network and Parade

Point-of-Impact Inc. Offers Advertisers Ad-Tile Medium

Ad-Tile, a "new marketing tool with both advertising and point of purchase values," has been developed by Point-of-Impact Inc., 80 W. 40th St., New York. Ad-Tile consists of a standard 9x9" solid vinyl floor tile carrying in four colors the trademark, brand label, package illustration or advertisement of the advertiser. The Ad-Tile replaces an existing floor tile at a location immediately adjacent to the advertiser's product on the shelves and in other walking areas in food or other stores. Designed originally for use in supermarkets, Ad-Tiles also may be installed in other outlets such as drug stores, discount houses and liquor stores.

Ad-Tile assumes costs and responsibilities for art work, manufacturing, installation and replacement of floor tile in its outlets and covers both the advertiser and stores with liability insurance. Ad-Tile is being serviced through 14 franchised territory operations. Other offices are at 6 Beacon St., Boston, and 580 S. San Vincente Blvd., Los Angeles. The company is headed by Frank Ware, vp.

Alcoa, Firestone Use Same Tag

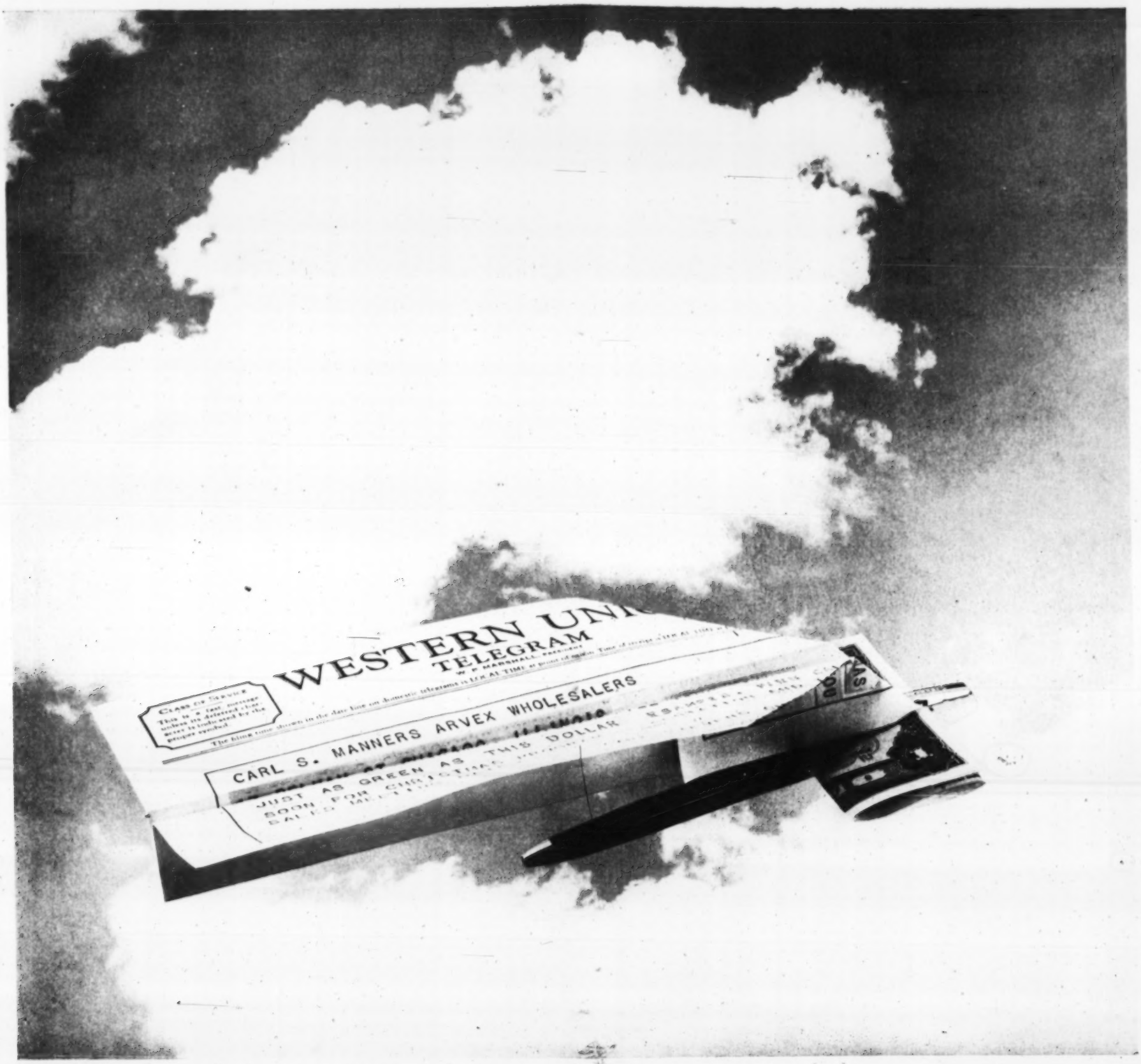
Aluminum Company of America, Pittsburgh, and Firestone Synthetic Fibers Co., Pottstown, Pa., have adopted a single identification tag for furniture constructed of Firestone yarns and Alcoa aluminum. Separate ads on facing pages of *Casual Living, Home Furnishings Daily* and *Upholstering* will promote the joint labeling program. Ketchum, MacLeod & Grove, Pittsburgh, is the agency for Alcoa, and Aitkin-Kynett Co., Philadelphia, is the agency for Firestone.

Black-Russell Adds Two

Black-Russell-Morris, Newark, has been named to handle advertising for Eastern Rolling Mills, New York, supplier of aluminum, steel and other metals. Black-Russell also has been named to handle advertising for Tubotron Corp., Bloomfield, N.J.

WBAP-TV GOES COLOR FOR ALL LOCAL PROGRAMS

WBAP-TV, Fort Worth, has joined the growing number of stations scheduling color for all local programs. The big breakthrough in Color TV is here. To learn how to make it pay off for you, contact W. E. Boss, Director, Color Television Coordination, RCA, 30 Rockefeller Plaza, New York 20, N. Y., Tel: CO 5-5900.



How Sheaffer got a new pen off to a flying start with Telegram-Plus

Sheaffer's new Reminder Clip Ballpoint was sure to go places fast. But first, Sheaffer had to get its unique product feature dramatically home to one thousand key accounts. Telegram-Plus did it quickly and powerfully. On the day of Sheaffer's sales meeting, Western Union delivered **(1)** the pen with a crisp dollar bill attached to the revolutionary clip and **(2)** a compelling telegram that promised "Sheaffer will turn your Christmas just as green as this dollar." Through Telegram-Plus Service, Sheaffer spread the news, hypo-ed the market with buying interest, paved the way for salesmen. Similar problem on your promotion timetable? Put your point across with Western Union Telegram-Plus Service. Wire collect for further information. Or simply drop us a line on your letterhead.

Western Union Special Services...for action!

TELEGRAMS-FOR-PROMOTION • OPERATOR 25 • SURVEY SERVICE • AD DISTRIBUTION SERVICE • TELEGRAM-PLUS

WESTERN UNION
TELEGRAM

Special Services Division, Dept. A-5 — COLLECT
Western Union Telegraph Co.
60 Hudson Street, New York, N. Y.

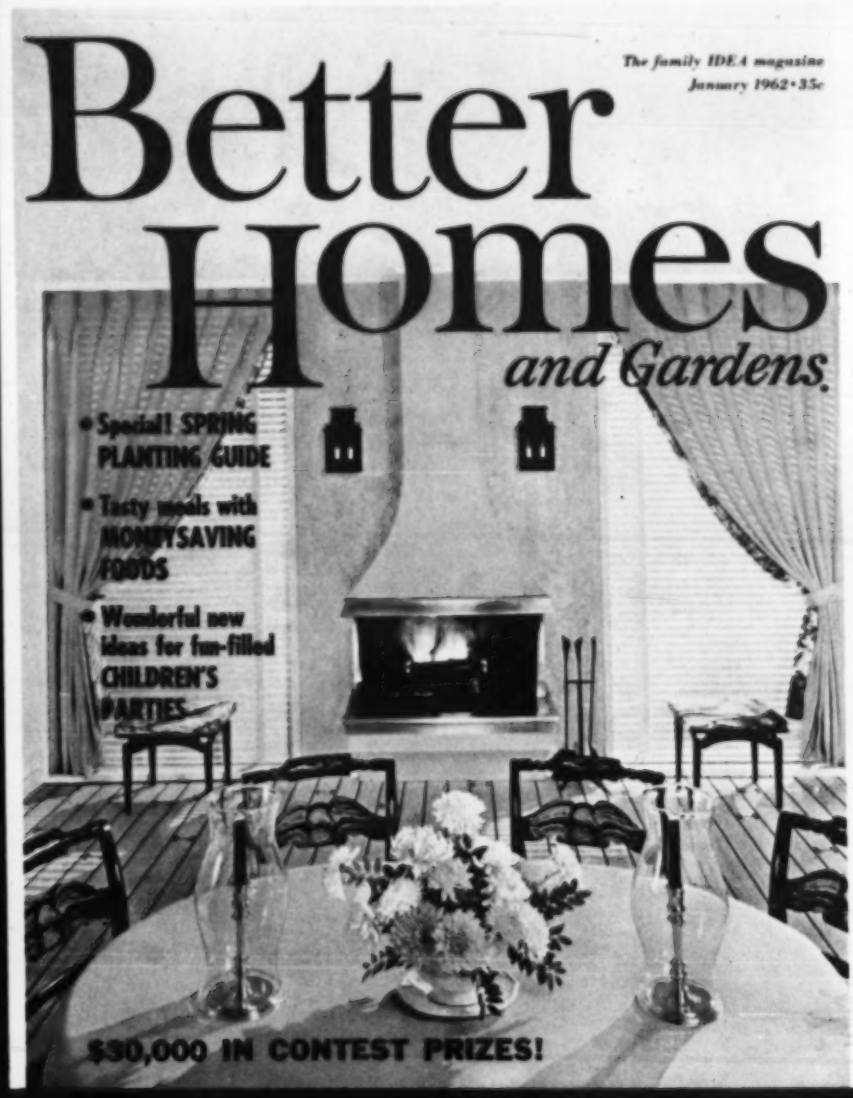
Please send me information, without obligation, on Western Union Telegram-Plus Service.

Name_____

Company_____ Title_____

Address_____

City_____ State_____


The family IDEA magazine
January 1962 • 35c
Better Homes and Gardens.
• Special! SPRING PLANTING GUIDE
• Tasty meals with MONEYSAVING FOODS
• Wonderful new ideas for fun-filled CHILDREN'S PARTIES
$30,000 IN CONTEST PRIZES!

the family idea magazine

Ideas!—*ideas for action inspired by love!* That's what's different about Better Homes and Gardens . . . why it appeals strongly to its near-15-million adult men and women readers every month.

During the year, one-third of America—the family-centered, top-spending third—looks to BH&G for ideas that will help *them* help their *families* live better. They want to know what to do or what to buy in the fields of food, furnishings, building, surroundings and travel to make for a happier *family* life. Their response is positive and quick, for it is inspired by love.

So advertisers find Better Homes and Gardens a *very, very profitable place* to display what they want to sell.

Where America shops for Ideas that make Sales

NOW 9 EDITIONS AND OVER 5,500,000 COPIES EVERY MONTH

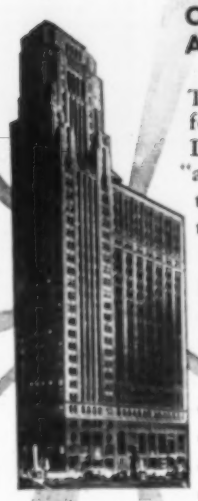
A flock of folded birds

Dramatically colored tissue birds flutter from a silvered bough. Experiment with varied paper shapes from Oragami books. Stars, flowers, squares all make festive tree-hangings. Paper swags and tassels are also eye-catching.

Captive candles for driveways

A lovely way to welcome friends and family during the Yuletide season—colorful *luminaries* point the way to cheerful housewarmings. We made ours from paper bags with freehand, colored-tissue stars glued on.

No wind will disturb them if you put two inches of sand in the bottom. This holds both bag and candle firmly in place. Candle burns out safely in the sand.



OFFICE SPACE AVAILABLE

The most distinctive address for your Chicago headquarters Located in the heart of "advertising row," convenient to and for suppliers to the advertising field.

333 north michigan avenue building

- *outside daylight in all offices*
- *year 'round air conditioning*
- *fast, ample automatic elevators*
- *excellent service*

WIRTZ, HAYNIE & EHRAT, INC., *Managing Agents*
Phone: RA 6-8333 (Area Code 312)

Narragansett Credits Ads for '61 Sales Growth

Brewer Hits 1,000,000-bbl. Mark, Hopes to Edge into Top 20, Crack N.Y. Market

CRANSTON, R. I., Dec. 12—Narragansett Brewing Co., which last month reached the 1,000,000-bbl. mark in 1961 sales and because of it "hopes to edge into the top 20" in the U.S. brewers, attributes much of its success to significant advertising strategy changes.

An "average spender" in measured media (investing about $1 per barrel), Narragansett virtually abandoned outdoor advertising this year, John W. Haley, general advertising director, said.

■ Last April, it switched to animated tv commercials featuring the voices of the Broadway team of Mike Nichols and Elaine May. With tv taking two-thirds of its measured media budget and Mr. Nichols and Miss May "a major factor" in that segment, the question arose as to the value of the Nichols-May animations.

But according to David Nylen, account executive at Narragansett's agency, Doherty, Clifford, Steers & Shenfield, New York, "Our experience thus far with Nichols and May is very good. They are generating the interest we had hoped they would. They are intrusive and talk-making."

Mr. Nichols and Miss May are not portraying any specific pair of characters. They differ with each situation, which feature animal and character types. About 20 different commercials, both 20 and 60 seconds, are being used.

■ Narragansett made another departure this year with a new theme developed by the agency, featuring a "straight from the barrel" taste. For 23 years, the brewery stuck to a slogan created by Mr. Haley: "Hi, neighbor! Have a gansett."

Narragansett spends 8% of its gross sales, or 16% of net sales, on advertising. While the company does not release financial information, sales may be figured on the basis of $30 per barrel, making its annual gross about $30,000,000.

While tv gets the biggest chunk of advertising money, radio and newspapers share one third of measured media investments. The brewery is out of magazine advertising.

Narragansett co-sponsors the Boston Red Sox on tv. It has been a baseball sponsor on tv since 1948 and on radio since 1945.

■ About 30% of Narragansett sales are draft beer, and 70% package. By next spring, the brewery hopes to increase its plant capacity to 1,400,000 bbls. and hopes to hike that to 1,700,000 by the end of 1962.

So far, Narragansett has achieved major status purely through its New England operation, but the company makes no bones about its long-standing hope of cracking the tough New York market. Narragansett failed in this direction this year when the Jacob Ruppert brewery turned down an offer to buy.

But Narragansett is already on the outskirts of the metropolitan area by virtue of its takeover last May of the brewing and distribution rights of G. Krueger Brewing Co., Newark. The acquisition gave it fringe-area distribution in New York, New Jersey, Pennsylvania and in the Southeast. Krueger does an additional volume of some 400,000 bbls. a year, brewed at the Narragansett plant. The Krueger total is not included in Narragansett's 1,000,000-bbl. volume.

Doherty, Clifford has the major portion of the account, handling the Narragansett and Croft labels. Horace Notte & Associates, Providence, handles the Hanley label. Ellington & Co., New York, places media advertising for Krueger. Since October, Mr. Notte has also doubled as ad manager for the Krueger labels (ale and beer) and Ambassador beer. #

Burke Named Publisher of 'Hartford Times'

Kenneth K. Burke has been named publisher of the *Hartford Times*, effective Jan. 1, succeeding David R. Daniel, who will retire after 45 years with the organization. Mr. Burke joined the *Times* in April, 1960, as general manager.

Yankee Plastics Names Agency

Yankee Plastics Inc., New York, manufacturer of shipping hangers and hanger forms for the apparel industries, has appointed Robinson Co., New York, to handle advertising and pr. Trade ads and direct mail will be used.

JUST ASK FOR MARIE... Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing fill-in on multigraphed letters and planographing.
Marie keeps your Mailing List up-to-date too and frees you from all the detail work.
Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.
431 S. Dearborn St • Chicago 5, Illinois

SELL THE URBAN NEGRO MARKET AND BECOME No.1

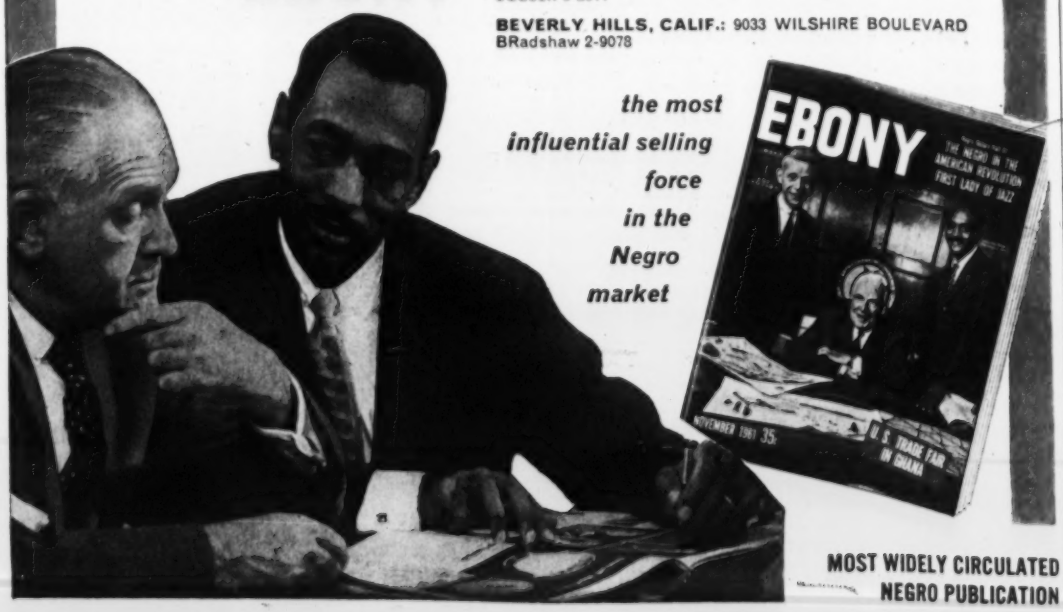
The big city Negro customer is *essential* to your profits! He is more than ⅓ of the population in 32 major cities. He is now more than 30% of the customers of some important department stores and prestige downtown retailers.

The urban Negro has about the same median income as U.S. white families but he buys 4 times *more* soft drinks, 3 times *more* alcoholic beverages, and 8 times *more* cosmetics. He spends up to 12% *more* for food, 77% *more* for shoes, and 25% *more* for clothing.

These profitable urban Negro families can be sold effectively only in media that reflect Negro achievement, aspirations and interests. EBONY magazine is read by more Negro families than *any* other magazine. In *most* cities, EBONY's local readership coverage of Negro households is larger than that of any newspaper, TV or radio station. And 85% of EBONY circulation is in "Central-City" where you have your distribution and retailer sales problems.

EBONY

CHICAGO 16: 1820 SOUTH MICHIGAN AVENUE CAlumet 5-1000
NEW YORK 20: 1270 AVENUE OF THE AMERICAS JUdson 6-2911
BEVERLY HILLS, CALIF.: 9033 WILSHIRE BOULEVARD BRadshaw 2-9078



the most influential selling force in the Negro market

MOST WIDELY CIRCULATED NEGRO PUBLICATION

New way to sell the Greater Philadelphia Market: The Sunday Bulletin Magazine— locally edited and printed in colorful gravure

In Philadelphia nearly everybody reads The Bulletin

Member of
Metropolitan Sunday Newspapers, Inc.
Member of Million Market Newspapers, Inc.

SOMETHING MISSING . . .

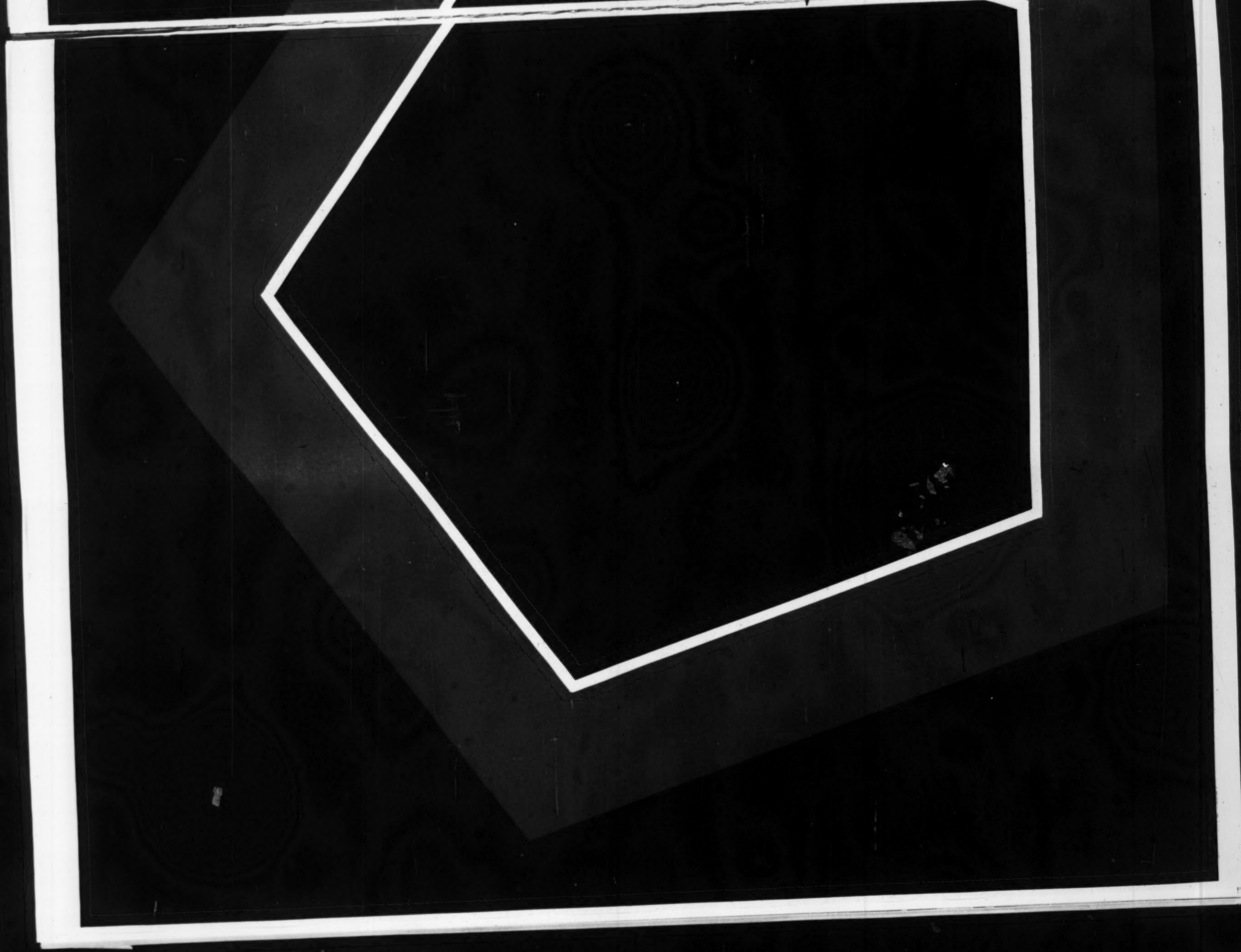
(like California without the Billion-Dollar Valley of the Bees). Your advertising may be capable of a fine performance, but that doesn't help if the audience isn't there. Be sure your California marketing plan includes a campaign for the 27-county market covered in depth by the three Bees. It's a market with more disposable income than any one of 25 entire states. Check the three discount plans today.*

Data Source: Sales Management's 1961 Copyrighted Survey

McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA AND ORMSBEE

* The Bees give national advertisers discounts on (1) bulk (2) frequency; or (3) standard pages. Check O'Mara and Ormsbee for details.



The Facts of Leadership: #10

Pentagon Officers vote TIME America's Most Important Magazine, and their personal favorite. These men who have to know the whole world's news know they can rely on TIME's accuracy and acumen. So do captains of industry and men at the top in medicine, science, education. TIME, after all, is written and edited for the Leadership Community. Important advertising belongs in TIME... America's Most Important Magazine.

TIME

almost any package is easier to open with . . .

ZIP-TAPE®

THE DOBECKMUN COMPANY
A Division of The Dow Chemical Company
CLEVELAND 1, OHIO • BERKELEY 10, CALIF.
Offices in most principal cities

British Credit Curbs Inhibit Print Ads for Durables, Study Says

LONDON, Dec. 12—The British Treasury's attack on inflation by restricting credit and imposing surcharges of 10% on all sales and excise taxes has brought a substantial falloff in advertising of consumer durables.

The full extent of the decline was illustrated by *The Statistical Review of Press Advertising*, which noted a 10% decline in newspaper and magazine advertising of household and personal goods in the first half of this year, compared with last year.

Expenditure recorded by the *Review* in this field fell from $27,714,360 in the first six months of 1960 to $24,737,200 in the comparable period of 1961.

And the decline apparently continued into the third quarter of this year. The *Review* noted "a very marked contraction" in advertising of refrigerators and "a similarly marked downward trend" in advertising for vacuum cleaners, washers and clothes dryers.

■ Even advertising of radio and television receivers, which normally increases during the third quarter, stimulated by the National Radio Show, turned against the trend this year. Press advertising in this product group was $813,140 in the third quarter—down a thumping $565,600 from the comparable quarter of last year. This represents a decline of more than 40%.

Automotive advertising, which was running during the first half of this year at a greater volume than in 1960, also went into decline in the third quarter.

The July-September total for motor car advertising was put at $1,679,848, about $275,520 less than was spent in the corresponding quarter of 1960.

In the case of commercial vehicles, the decline was even more marked with press advertising down from $804,990 in the third quarter of 1960 to $389,967 in the corresponding period of 1961.

■ Over-all, press advertising recorded by the *Review* was running slightly below the level of last year. In the first nine months of this year, press expenditure was recorded at $268,244,928 compared with $270,529,910 in the corresponding period of 1960.

The *Review* attributed this mainly to the reduction in the number of newspapers available in the comparable periods rather than to any contraction of budgets, however.

"The only media groups to show a decline are the national morning [newspapers], London evenings and national Sundays. Considering that this year there has been one fewer national morning paper [the *News Chronicle*], that only two London evenings remain out of three, and national Sundays are fewer by two, it is surprising that the revenues of these three groups are so little as 3% to 4.5% below their 1960 figures," it commented.

1961 TV and Radio Ownership in 18 States

(Based on Full 1960 Census Data, Updated to April, 1961)

Copyright by A. C. Nielsen Co.

	Total Homes*	Television Homes Number	Television Homes Per Cent	Radio Homes Number	Radio Homes Per Cent
Colorado	540,600	468,470	87	508,050	94
Connecticut	775,000	121,890	94	736,190	95
Delaware	132,200	121,890	92	123,550	94
Idaho	196,100	172,840	88	184,710	94
Louisiana	905,300	765,980	85	775,060	86
Maine	281,600	258,150	92	251,510	89
Montana	204,200	166,520	82	191,070	94
Nevada	95,100	81,490	86	85,110	90
New Hampshire	181,900	167,640	92	168,210	93
New Mexico	257 200	210,660	82	227,660	89
North Carolina	1,216,600	1,022,110	84	1,020,300	84
North Dakota	174,400	153,510	84	164,840	95
Rhode Island	258,500	245,750	95	245,220	95
South Dakota	195,900	169,210	86	184,630	94
Tennessee	1,010,400	852,400	84	885,680	88
Utah	246,000	221,650	90	227,280	92
Vermont	111,000	99,990	90	103,000	93
Wyoming	100,000	80,700	81	93,290	93

*Source: Sales Management, April, 1961.

Altman, Stoller Names Four; Adds Sportswear Account

Altman, Stoller, Chalk, New York, has announced four appointments: Arnold Arlow has been named promotion art director. He was formerly with the *New York Times* in the same capacity. Bruce Danbrot has joined the agency's art department. He was previously assistant art director of Ehrlich, North & Sobo. Irma Greenfeld, formerly with Daniel & Charles, has joined the agency's copy staff, and Carl Richards, who was with Smith/Greenland Co., has been named to the traffic department. Adelaar Blouses & Sportswear, New York, has named Altman, Stoller to handle its advertising. Irving Serwer Inc. was the former agency.

NBC Adds 'First Impression'

NBC-TV, New York, will introduce a new panel game show in color, "Your First Impression," starting Jan. 2, at noon. The Monday-through-Friday guessing game will replace "Truth or Consequences," which will move to 12:30 p.m. "It Could Be You," now seen at 12:30, will be discontinued.

Diversey Appoints Lewis

Ira Lewis has been named director of international advertising and public relations of Diversey Overseas Corp., subsidiary of Diversey Corp., Chicago. For the past two years, Mr. Lewis has been administrative manager of Industries Consolidadas, Caracas, Diversey's Venezuelan subsidiary.

Ewing Joins 'Supply House'

Ken Ewing has joined *Supply House Times*, Evanston, Ill., as manager of the east central district, covering Ohio, Michigan, upstate New York, western Pennsylvania and West Virginia. Mr. Ewing was formerly assistant sales manager of Alliance Ware, Alliance, O.

THE HAMMOND TIMES
delivers
LOCAL SALES IMPACT
in the West Half of the Nation's 50th LARGEST Standard Metropolitan Area!
HAMMOND - E. CHICAGO
(Lake County, Ind.)
A.B.C. City Zone Population Now Over 259,400!
(1960 U.S. Census)

FINAL Page One FINAL
Burrelle's
Established 1888
PRESS CLIPPING BUREAU
Did Your Release Run on Page 1?
Now, you have dramatic proof that your efforts are really getting results.
BURRELLE'S PAGE ONE CERTIFIED
Burrelle's Established 1888
New York, N.Y.
Washington, D. C. — Pittsburgh, Pa. — Chicago, Ill. — Los Angeles, Calif.

First Page Clippings Stamped In Red Ink, "Page One Certified"

Did you gain the greater readership of front page position? Or was your story buried on an inside page? Burrelle's — and only Burrelle's — lets you know.

Page One Certified is another Burrelle's first in a long line of Burrelle's firsts, such as *Professional Clipping Analysis* (confidential, interpretive reports sent to you each month).

That's why more and more P R Directors depend on Burrelle's for prompt and thorough clipping service. Daily and weekly newspapers, magazines and trade papers. National, regional or local coverage.

Interested? Send in the coupon today.

BURRELLE'S PRESS CLIPPING BUREAU
165 Church St., New York 7, N.Y. — BArclay 7-5371
Please tell me more about PAGE ONE CERTIFIED
Name
Firm
Address

How to deal with a Woman from Missouri

She may be from Missouri, but she is not from hunger. She has so many products to choose from nowadays that she only takes the ones she believes in.

That is a **fact** worth writing down.

Second fact: She will not necessarily believe you just because what you say is true. Nor even because you offer proof. You must also say it and prove it in a believable way.

Third fact: She still may not believe you (or choose your product) if she doesn't like the way you talk — because she is a woman, and because she has a choice.

Final fact: If you don't believe this, you may be a Man from Missouri.

Talk to your wife.

Or better still, talk to an advertising agency that knows how to talk to your wife.

YOUNG & RUBICAM, Advertising

7
RYAN F

BASIC TEST FOR MEDIA SELECTION:

In the world-wide aerospace market, ask anyone, anyone you're trying to sell what publication he reads and respects most.

A powerful editorial force is a powerful selling force.

Aviation Week
and ***Space Technology***

A McGraw-Hill Publication. 330 West 42nd St., New York 36, N.Y.

ABC PAID CIRCULATION 81,927

Flex Wing Project—Ryan

CBS Makes Program Changes

CBS-TV, New York, has announced that several nighttime program changes will take place in January. Effective the first week of that month, "Mrs. G. Goes to College" will move from Wednesday, 9:30-10 p.m. (EST), to Thursday, 9:30-10. The half-hour "Dick Van Dyke Show" will switch from Tuesday at 8 to Wednesday at 9:30. "Password," a game show which was started on the network as a daytime strip in October, also will be presented as a nighttime version Tuesday at 8-8:30. The new Groucho Marx series, "Tell It to Groucho," will be presented Thursday, 9-9:30, starting Jan. 11. The hour "Investigators," currently slotted Thursday at 9, will have its final broadcast Dec. 28.

Over 8,000 executives will attend
NATIONAL SALES PROMOTION and MARKETING EXPOSITION
(Incorporating 16th Advertising Essentials and Sales Aids Show)
March 28-30, 1962, Hotel Biltmore, New York. Write for free guest tickets or space availability to Thomas B. Noble
Advertising Trades Institute
135 E. 39th St. N.Y.C. 16 LE 2-9921

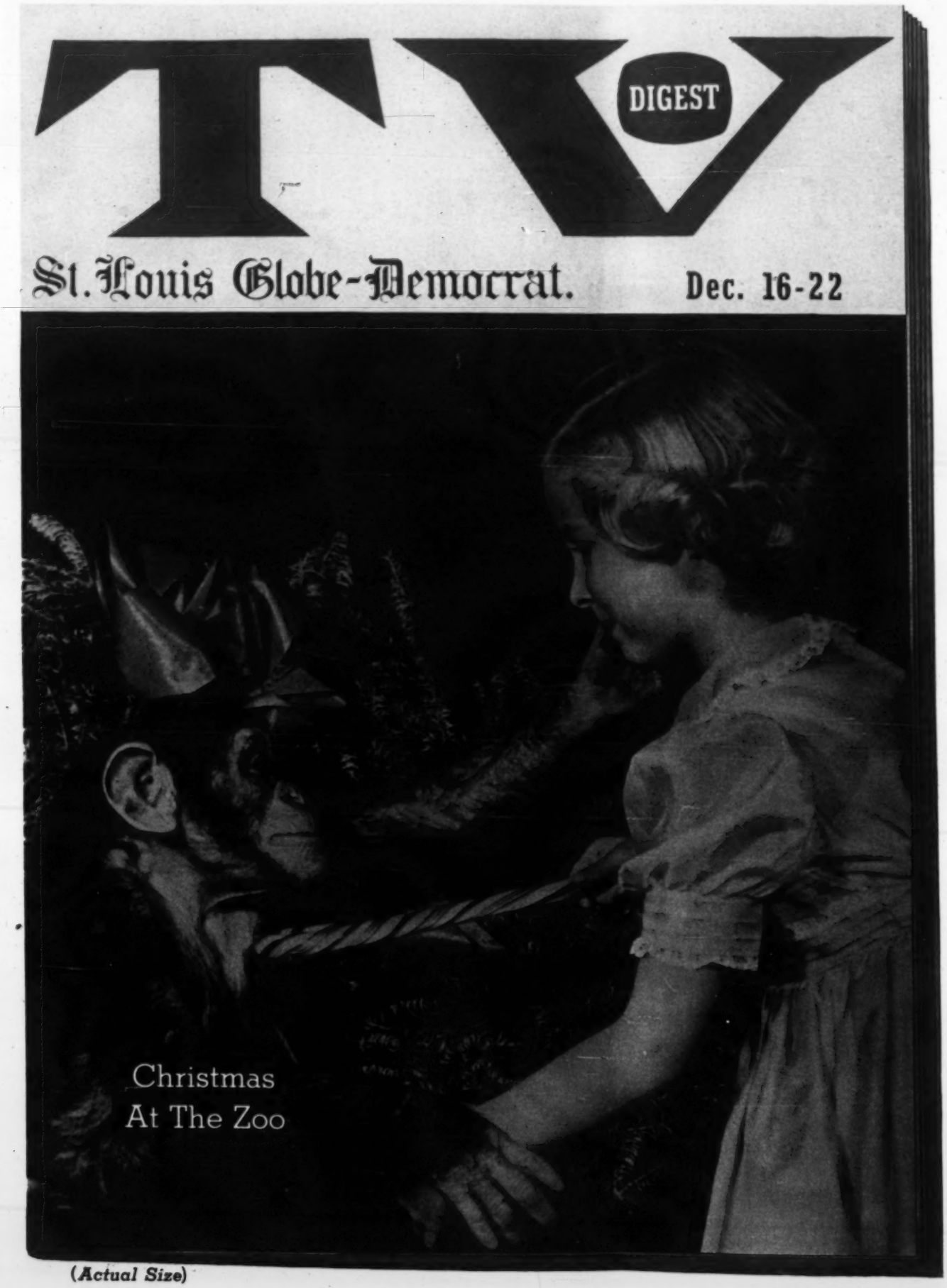
ABC Adds TV, 9 Radio Stations

WCCB-TV, Montgomery, Ala., a new station which will begin broadcasting in January, 1962, has affiliated with ABC-TV. WQSR, Syracuse, N. Y., a new station due to go on the air about Dec. 16, has joined ABC Radio. On that date, WOLF, which has been ABC's primary affiliate in Syracuse, becomes a secondary affiliate. Other stations, all independents, added by ABC Radio, are WBOS, Boston; KNIN, Wichita, Kan.; WGSV, Guntersville, Ala; WTYS, Marianna, Fla.; WBEU, Beaufort, S.C.; KSIS, Sedalia, Mo.; WATA, Boone, N.C., and KVML, Sonora, Cal.

NEW in the Week-End Globe

TV DIGEST

St. Louis Globe-Democrat. Dec. 16-22



(Actual Size)

For rates and more information, call Moloney, Regan, & Schmitt or ST. LOUIS GLOBE-DEMOCRAT

MULTIPURPOSE—*This color page for American Telephone & Telegraph in December consumer magazines promotes telephone use all through the house.*

Bell Yuletide Ads Promote 'Phoneland'

PHILADELPHIA, Dec. 12—Bell Telephone System got into the holiday spirit early with a Christmas-keyed ad series that started in mid-November and will run through Dec. 29.

"Phoneland . . . our magic land of Christmas surprises for all the family" is the campaign theme that will be featured in a campaign embracing print, tv, radio and merchandising materials.

The promotion was plugged in a commercial on the Dec. 8 "Bell Telephone Hour" (NBC-TV), and gets color page treatment in 15 December consumer magazines.

The magazine ad features a fanciful book, "Phoneland," to promote the full range of residential phone services. It is to run in *American Home; Better Homes & Gardens; Family Circle; House & Garden; House Beautiful; Life; Living for Young Homemakers; Look; The New Yorker; National Geographic; Parents' Magazine; Redbook; The Saturday Evening Post; Town & Country;* and *Woman's Day.*

■ A storybook fairyland castle with a toy soldier as sentinel illustrates "Phoneland" in display pieces prepared for associated Bell System companies. Blinking lights decorate the three-dimensional, 4' high main display piece. Also available are wall banners, counter display pieces, a four-color mobile for the Princess phone, folders, radio transcriptions and one-minute tv commercials. Associated Bell companies will conduct advertising, publicity and merchandising efforts of their own on a local and regional basis.

N. W. Ayer & Son is the agency for American Telephone & Telegraph Co. #

CBS Names Horn, 2 Others

John Horn, formerly manager of publicity for CBS News and public affairs television programs, has been named to the new post of manager of corporate information of CBS, New York. He will report to E. K. Meade Jr., vp in charge of corporate information. George Picus, formerly with the Chicago office of CBS Television Stations National Sales, has been transferred to the New York office of the station representative. Russ Barry, formerly with WBBM-TV, CBS-owned station in Chicago, has been named an account executive in the Chicago office of CBS-TV Station Sales.

de Garmo Adds Two Accounts

Blaisdell Pencil Co., Bethayres, Pa., has named de Garmo Inc., New York, to handle its advertising account. de Garmo also has been named to handle advertising for the Jamaica Inn, Ocho Rios, Jamaica.

SCHOOL OF HARD KNOCKS? The school must be built. To accommodate the new (and much needed) campus of the University of Illinois, some fifty acres of dwellings marked for clearance in downtown Chicago must be razed. For many households, the cost in human hardship will be great. Particularly in the case of families being evicted from homes recently renovated, at considerable expense, on specific instructions from the city. WBBM-TV believes that greater coordination in city planning could have spared sacrifice and heartbreak for many people, and said so in a prime-time documentary-editorial, "The Price of Progress"... one more example of crusading, no-holds-barred local television fare that has become a WBBM-TV trademark.

People who value their time find more worth watching on WBBM-TV. Which is why time is so valuable on Television 2, Chicago's top-rated station for 77 straight Nielsens. TELEVISION 2, CHICAGO · CBS OWNED **WBBM-TV**

Photograph from the idea-packed December Ladies' Home Journal

they're eating it up

Feminine appetites for Ladies' Home Journal continue to grow. Reasons? A luscious look (above, for example) to go with the most vitamin-packed content in the women's field. Proof of the pudding? On the newsstands, where, according to latest available figures, women are buying more copies and paying more money for the Journal than any other major women's magazine.

LADIES' HOME
JOURNAL
NO. 1 IN NEWSSTAND SALES AMONG ALL WOMEN'S MAGAZINES

WCCA-TV, WCCB-TV to Weed; Representative Moves in N.Y.

WCCA-TV, Columbia, S.C., and WCCB-TV, Montgomery, Ala., a new station which will begin broadcasting Jan. 1, have appointed Weed Television Corp. their national representative. WCCA-TV formerly was handled by H J & Gs Sales Corp., New York, parent company.

The New York office of the Weed companies—Weed Radio Corp., Weed Television Corp. and its Canadian division, Weed & Co.—has moved to new quarters at 535 Fifth Ave.

SALES LETTERS
Letters with "instantaneous appeal," that beckon to be read, that impel and sell. One series 31 years old. Free circular.
"That Fellow Bott"
Leo P. Bott, Jr., 64 E. Jackson, Chicago

'Soviet Review' Takes Ads

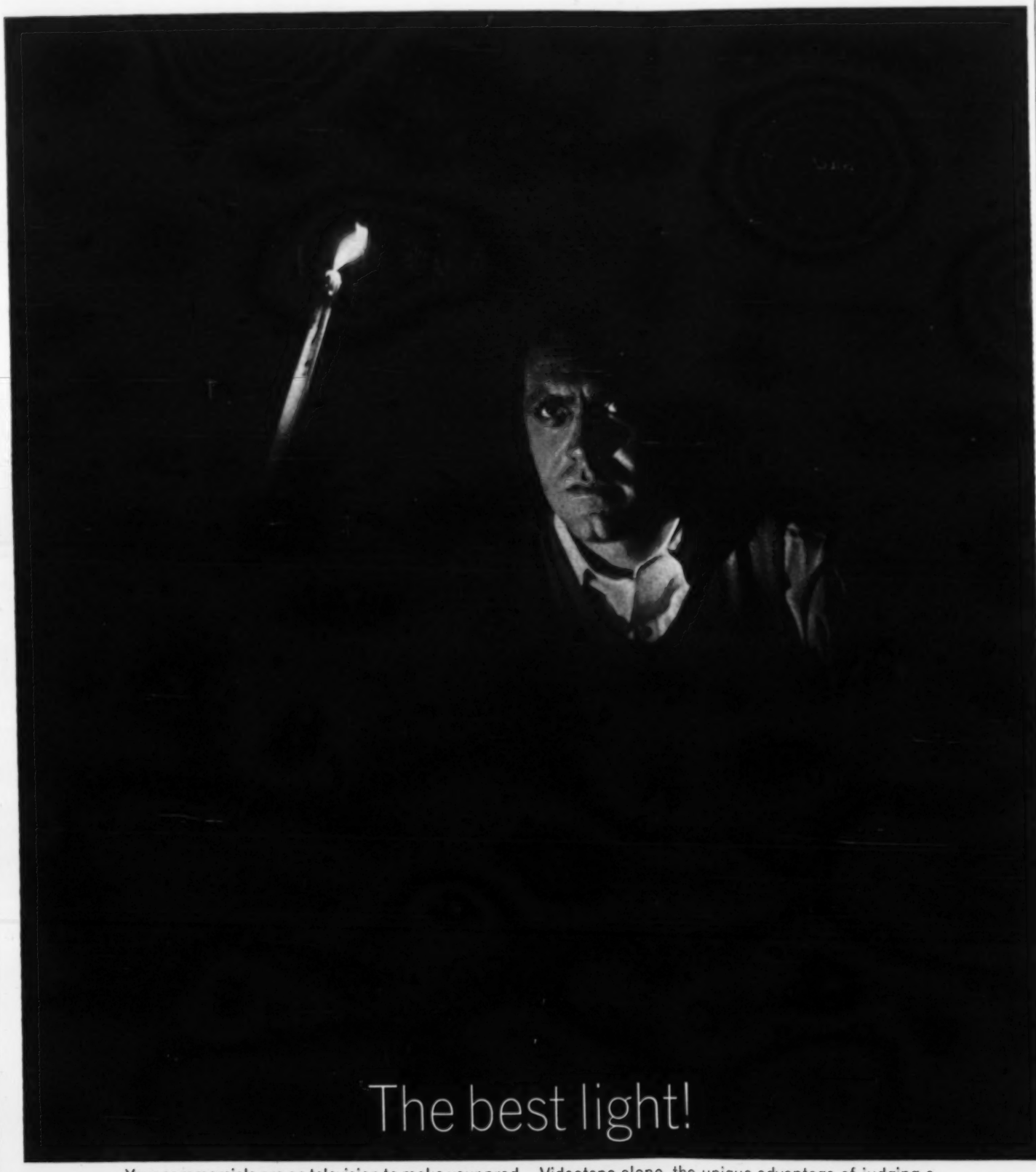
The *Soviet Review*, published by International Arts & Sciences Press, 156 Fifth Ave., New York, will begin accepting ads, effective with its January issue. A one-time b&w page will cost $130. The monthly features translations of articles from Russian journals.

Koebel to Hubbard-Antisdel

George R. Koebel has joined Hubbard-Antisdel, Milwaukee, industrial writing and art service, to expand the company's advertising and marketing division. Mr. Koebel formerly was vp and secretary of Ken Seitz & Associates.

Doremus Adds 2 Accounts

Doremus & Co., Philadelphia, has been named to handle advertising for Berman Leasing Co., Pennsburg, Pa., and Science Capital Corp., Philadelphia, management investment company.



Your commercials are on television to make your product look its very best. If you want to sell the gleam of a shampoo, the sparkle of a watch, the glow of a lovely face, the taste of good food—name it!—this man (formerly a top network lighting director) and the rest of our creative lighting experts at Videotape* Center will add that fresh, new ingredient to your commercial. On television successful lighting is a sensitive combination of human taste and skills, electronics, and on Videotape alone, the unique advantage of judging a shot exactly as it will appear on home television before you shoot it. One of Videotape Center's lighting directors is also a painter—winner of top awards in major art shows for his oils and charcoals. Another holds patents for his product-shot lighting devices. No one else in the business can hold a candle to the effort and skill and imagination that go into putting your product in the very best light at Videotape Center today.

VIDEOTAPE PRODUCTIONS OF NEW YORK, INC., 101 WEST 67th STREET, NEW YORK • TR 3-5800
*TM AMPEX CORP.

Nestle Offers Coffee Trees as Buyer Premium

WHITE PLAINS, N. Y., Dec. 12—Looking for a new taste in coffee? You might try growing your own coffee tree.

In the spirit of friendly competition, Nestle Co. has been offering consumers a real coffee tree for 50¢ plus a label or inner seal from a Decaf instant coffee jar. The unusual premium has been promoted on CBS Radio's "Garry Moore Show" since mid-November. A co-sponsor of the daily 10-minute series, Nestle has been employing the talents of Mr. Moore and Durward Kirby to make its offer.

In addition to the household coffee plant, the radio mail offer has included a coupon good for 20¢ off on the purchase of any size Decaf jar. The premium commercials will be discontinued on Mr. Moore's show about mid-December, when the second phase of the promotion will begin in supermarkets and grocery stores. Such point of sale merchandise as display pieces, jar collars and shelf strips will be used.

■ The store offer, which will probably run through the end of February, will not include the 20¢-off coupon. The coffee plant commercials will start again on Mr. Moore's show in the spring. Radio ads begin: "Be first in your neighborhood to have a coffee tree."

The offer is being made separately on radio and at point of sale to give the company "a measurement of Mr. Moore's drawing power," Richard Herrle, Decaf brand manager, said. He added that the company was also trying to see if such an unusual premium could be offered on radio, without benefit of visual presentation.

Nestle may add other media later for the premium offer, which will extend through 1962. McCann-Erickson is the agency for Decaf. #

Jergens Buys 9 NBC Shows; Net Gets First Lestoil Order

Andrew Jergens Co., Cincinnati (Cunningham & Walsh), has bought participations in nine NBC-TV programs, effective in December. Nighttime shows are "Laramie," "Robert Taylor's Detectives" and "International Showtime." Daytimers on the Jergens schedule are "Loretta Young Theater," "Concentration," "Young Dr. Malone," "Price Is Right," "Make Room for Daddy" and "Jan Murray Show."

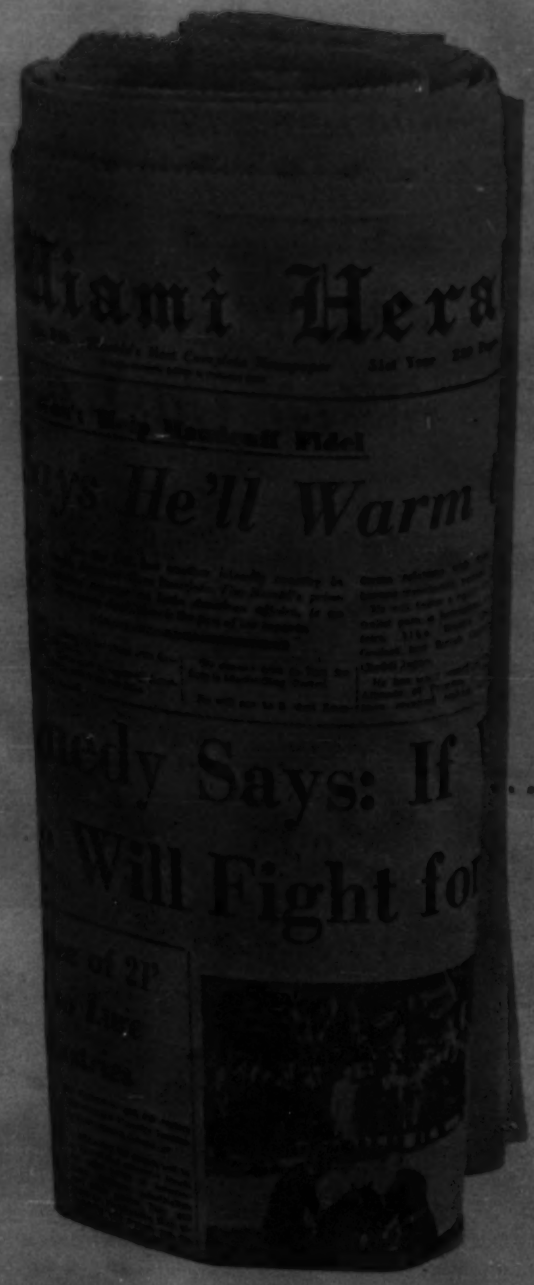
Among other recent orders at NBC was one from Lestoil Products (Sackel-Jackson Co.), representing that company's first network tv advertising. Lestoil ordered participations in "Dr. Kildare" and "Laramie," effective in February. Chrysler Corp. (Leo Burnett Co.) will sponsor "Broadway of Lerner & Loewe," an hour color special starring Julie Andrews, Richard Burton, Maurice Chevalier, Robert Goulet and Stanley Holloway, Feb. 11, at 7:30 p.m. (EST), as first of the auto maker's five specials of the season on NBC.

Mattel Backs New ABC Show

Mattel Inc., Hawthorne, Cal., will sponsor "Matty's Funnies with Beany & Cecil," a new half-hour animated series, which will start on ABC-TV Saturday, Jan. 6, at 7 p.m. (EST). Mattel currently sponsors "Matty's Funday Funnies" in that time slot; this show will go off the air Dec. 30. The new cartoon series will feature a boy named Beany and his friend Cecil, a sea serpent. Sponsorship was placed through Carson/Roberts, Los Angeles.

SOUTH FLORIDA

wholesome,
happy,
enthusiastic!



...paced by the South's largest and most influential newspaper.

THE MIAMI HERALD IS REPRESENTED NATIONALLY BY STORY, BROOKS & FINLEY, INC.

New Design Idea: Rear-Projection Slide Viewer

The Design

Bright new star of product design engineering is Argus Cameras' 580 Executive Projector. It combines a color slide projector and rear-projection system in a furniture cabinet to produce a picture on a screen similar to a television picture tube. The new unit includes remote control, forward and reverse cycling and remote focusing. Altogether, a new concept—showing again how design engineering can build new markets.

The Design Engineer

Who "dreams up" new products? Who engineers them into being? "Sometimes one man, sometimes a group," says William Hall, manager of Product Development at Argus. "All design engineers are on the lookout for methods and materials that will pay off in a real breakthrough such as our new 580 Executive Projector. It is typical of the kind of original design thinking and engineering that sets off a chain reaction of new consumer and new raw materials markets in a wide variety of industries."

The Design Engineer's Magazine

Mr. Hall reports PRODUCT ENGINEERING highly popular with his division of Sylvania Electric Products, a subsidiary of General Telephone & Electronics Corporation. "I subscribe to PRODUCT ENGINEERING," says Mr. Hall. "I *study* it—articles and advertisements. It's the best way to stay on top of this lively product design field because it's organized to *lead* design thinking." 52,000 product design experts pay to read PRODUCT ENGINEERING. They design the new products and specify what goes into them. $43 billion in materials and components will go into new engineered products in 1961. To reach and influence this vast market, start at the starting point (the product design engineer) in the starting place . . . PRODUCT ENGINEERING.

A McGRAW-HILL PUBLICATION

SCORE TWICE WITH ONE PITCH!

Your advertisement in the Sioux City Journal does a DOUBLE selling job!

Here's the ONE media that gets enthusiastic response from both seller and buyer . . . does the job right down the line . . . from distributor—to retailer—to consumer . . . in Sioux City AND the rich 48-county Siouxland area.

For a total selling job — in Siouxland — use SIOUXLAND'S BIG FAMILY NEWSPAPER

The Sioux City Journal.

National Representatives — JANN & KELLEY INC.

Elmer G. Marschutz, Former Chairman of Gardner, Dies at 66

ST. LOUIS, Dec. 12—Elmer G. Marschutz, 66, honorary chairman of the board of Gardner Advertising Co., St. Louis, died at his home here Dec. 7. Mr. Marschutz had been with Gardner 33 years. He started as an account executive in 1928, was named vp in February, 1934, became president eight months later, and was made board chairman in 1955. He became honorary board chairman in 1959.

Elmer Marschutz

A native St. Louisan, Mr. Marschutz attended Washington University here. During World War I he was a balloonist with the Army Air Service. After the war he worked in the advertising department of Bemis Bro. Bag Co., St. Louis. He was vice-president of Chappelow Advertising, St. Louis, from 1925 until 1928, when he joined Gardner.

JOSEPH W. EVANS

NEW YORK, Dec. 12—Joseph W. Evans, 46, general manager of Storer Programs, died of cancer Dec. 7.

Mr. Evans had been named to the post last Aug. 1. He joined Storer Broadcasting Co. in 1958 as general sales manager for station WVUE-TV, Philadelphia. Later that year, he was named to the same post with WITI-TV; Milwaukee. Mr. Evans was promoted to managing director of WITI-TV in 1959. He was transferred this year to the same post with WSPD-TV, Toledo.

From 1953 to 1955, he was vp of KNOK, Fort Worth, then operated his own agency for one year. Before joining Storer, he was local and national sales manager of KFJZ-TV, Fort Worth. He was with Peters, Griffin, Woodward from 1945 to 1953.

IRVING KRAMER

HARTFORD, Dec. 12—Irving Kramer, 52, who had resigned Dec. 1 as account executive with WKNB, radio station here, to become advertising manager of *Country Clubs Connecticut* magazine, died of a heart attack Dec. 4.

Mr. Kramer joined WKNB-Radio six months ago in a sales capacity after a quarter-century in the entertainment field, principally as an orchestra leader in Hartford and New York.

CHARLES D. MILLER

ST. LOUIS, Dec. 12—Charles D. Miller, 52, KMOX-TV production manager, died Dec. 6.

Mr. Miller joined the station in March, 1960. Previously he held production posts at WCCO-TV and WTCN, Minneapolis. He began his broadcasting career in 1941 with Great Trails Broadcasting Co., Dayton, O.

ELBERT M. ANTRIM

CHICAGO, Dec. 12—Elbert M. Antrim, 76, retired business manager of the *Chicago Tribune*, died at his suburban Wilmette home Dec. 8.

Mr. Antrim, who joined the *Tribune* as traffic manager in 1917, became assistant to the president in 1927, was made assistant business manager the following year, and in 1944 became business manager, the post he held until his retirement in 1954. He was also a director of the company.

Mr. Antrim helped organize Mutual Broadcasting System, which was built around the *Tribune's* WGN, and WOR, New York.

Select-A-Prize Bows

Selective Gift Institute, Lansdowne, Pa., has developed Select-A-Prize Certificates to help business men motivate their employes, dealers, customers and prospects to expend extra effort in return for extra rewards. Certificates are available in three denominations, 100, 500 and 1,000 points. The certificates may be redeemed for prizes arranged in seven categories, each offering a choice of 14 prizes. Categories are broken down into 1,000, 1,500, 2,000, 3,000, 5,000, 10,000, and 20,000 points.

Turpin to Modern Handcraft

Ray Turpin has joined Modern Handcraft Publishing Co., Kansas City, as advertising manager. Mr. Turpin, formerly an account executive of R. S. Townsend Advertising Agency, Kansas City, will be responsible for advertising sales of *Workbasket* and *Workbench*.

He may get the message here, but...

your ads in the Yellow Pages sell him when he's ready to buy

In your next advertising campaign, plan to take advantage of the unique *selling* power of the Yellow Pages. The same selling message you deliver in other advertising media will reach your *best* prospects via the Yellow Pages — the people who are ready to buy.

And you can choose from over 4,000 different Yellow Pages directories to sell your precise market. All with one contact, one contract, one monthly bill — no matter how many different Yellow Pages directories you select.

For details on how the Yellow Pages fits into your *advertising-selling* plan, contact your National Yellow Pages Service representative through your Bell Telephone Business Office.

NATIONAL YELLOW PAGES SERVICE

ONE CONTACT/ONE CONTRACT/ONE MONTHLY BILL

RETAILER
Bazaar helped store beat last year.

SALESMAN
who more than made his quota.

SUBSCRIBER
who won't make a fashion move without Bazaar.

THE ASSISTANT
who's now been made a full-fledged editor.

WESTERN UNION
who have so many happy messages to deliver.

NANCY WHITE
is pure delight.

MANUFACTURER
had three credits—all hits.

MRS. WILLIAM M. FINE
finds life just fine.

UNCLE SAM
who can use the revenue.

SOME EXTRA HAPPY PEOPLE TODAY!

We're all smiles and champagne toasts! We're shouting huzzahs and hurrahs! Official figures cite Bazaar as the only class fashion magazine to show a page gain, a revenue gain, and a circulation gain for 1961. This now makes Bazaar America's number one fashion book and proves that smart women read us and smart advertisers need us.

HARPER'S BAZAAR
THE TASTE THAT SETS THE TREND

NEW MARKET—*This is the first ad John H. Breck Inc., Springfield, Mass., is running in newspapers in New England for its first consumer drug product, Rubine, an analgesic rub (AA, Dec. 4). Charles Sheldon Inc. is the agency handling the advertising.*

Man Behind New Product Is Key to Its Success: Hilton

NEW YORK, Dec. 13—"The one ingredient in new product work that is vital—and which defies definition—is the caliber of the individual charged with the new product assignment."

With this prefatory remark, and the suggestion that the "man in charge" is the single most important factor, Peter Hilton, new products specialist, discusses new product development in some 200 case-history-packed pages of his new book, "Handbook of New Product Development."

The author, president of Kastor, Hilton, Chesley, Clifford & Atherton, contends that new product development is not only "the most important activity of any business," but that the current introductory pace will seem comparatively tranquil compared with the new products explosion which is just ahead. His book is a step-by-step distillation of many years' experience in the how and why of new products marketing, although Mr. Hilton frankly acknowledges that it contains little that is unknown to an executive seasoned in product development.

■ Starting with a chapter on organizing a company for product development, the author goes on to discuss in simple language the search for new product ideas; determining market potential; financing; pricing; packaging; testing and advertising the new product; and how to do market research.

Discussing the development of a major advertising theme, Mr. Hilton said, "One rather obvious principle can never be overemphasized: To single out the user benefits, and not the specific scientific or technical features of your product, or capabilities of the firm making it.

"The main theme must be centered on a single major benefit (selected imaginatively, tested again and again) that can be clearly and instantly recognized by the widest possible group of potential users.

"As elementary as this point may seem," the author continues, "just leaf through a random sampling of trade or consumer publications to see how often this principle is violated. Idle boasting about the company's history and its personalities and complicated discussions of production techniques are often featured at the expense of that major distinguished benefit you are offering to your user."

■ Equally important is advertising emphasis on product newness, because consumers are eager for new experiences, he says.

The book is liberally peppered with names and addresses from which various types of information are available and contains a 22-page bibliography of new product information.

The "Handbook of New Product Development" is priced at $17.50; those who are beginners in the new products search should find it an excellent introductory textbook. Prentice-Hall is the publisher.

Another text by Mr. Hilton is "New Products Introduction for Small Business Owners," a pamphlet available from the U.S. Government Printing Office, in Washington. It costs 30¢. ≡

Bayuk Introduces New Cigar

Bayuk Cigars Inc., Philadelphia, will use large-space newspaper ads to promote its new cigar—the Executive. The copy, illustrated with a fashionably-dressed gentleman, reads: "Very important cigar for a very important person—you. Long, straight and golden light. A new shape in the proud Webster tradition." The cigars will be introduced on a market-by-market basis. Wermen & Schorr, Philadelphia, is the agency.

BIG EARNINGS WITH SAFETY
INSURED BY U. S. GOV'T. AGENCY
ALLISON WAUGH & CO., INC.
6670 Northwest Hwy., Dept. AA
Chicago 31, Illinois
Ideal for Pension, Welfare and Profit-Sharing and other funds.
Please send FREE LIST of and INFORMATION on Insured Savings and Loan Associations.
NAME_____
STREET_____
CITY_____STATE_____

new studies preference for

Since January 1961, eight more building product advertisers have tested the reading preferences of architects and engineers.

By telephone, by telegram, by postcard and by letter they have fired their widely diverse questions: *"Which of the professional magazines that you read do you consider most helpful . . .?" "Which architectural magazines do you read with some degree of regularity?" "In which architectural magazine do you place greatest confidence . . . ?"* etc., etc.

Significantly, despite the variety of research techniques employed, Architectural Record placed first in all eight studies!

Thus continues the clear pattern of preference for the Record which has now won 159 out of 175 studies sponsored by building product manufacturers and their advertising agencies.

The evidence of all these studies is available to you. But if you would have greater confidence in your own research, we urge you to make the 176th study now. Ask architects and engineers in your own way which architectural magazine they prefer.

Architectural Record
F. W. DODGE CORPORATION
A McGraw-Hill Company
119 WEST 40TH STREET
NEW YORK 18, NEW YORK
"stimulus to creative architectural and engineering design"

Texas Group Names Rogers

Branham Co., national advertising representative, has appointed Rogers & Smith Advertising, Dallas, to conduct a special advertising program for the Texas Group, which is composed of five leading Texas newspapers. Newspapers in the group are *Beaumont Enterprise & Journal, Dallas Times Herald, Fort Worth Star-Telegram, Houston Chronicle* and *San Antonio Express & News.*

Voodoo Invades Ohio

Voodoo Co., Port-au-Prince, Haiti, is marketing Voodoo, "an exotic, completely different imported 80-proof liquor," in Ohio. It is being promoted in Ohio's eight major marketing areas, using newspapers, direct mail, point of sale and special promotions. Distribution is planned next year in Michigan and Pennsylvania. Wheeler, Kight & Gainey Inc., Columbus, O., is the agency.

BBDO Adds Three Accounts

Batten, Barton, Durstine & Osborn, Toronto, has been named to handle advertising for Fengate Publishing, Toronto, publisher of *Saturday Night* and *Liberty*. There was no previous agency. The London office has been appointed to handle advertising for Charnos Ltd., manufacturer of nylon hose and lingerie, and Food Manufacturers Federation. Both were formerly with Mather & Crowther.

Green Giant Marketing Moves

Green Giant Co., Le Sueur, Minn., will establish its marketing division in Minneapolis. Scheduled to be located in Minneapolis will be the offices of M. Crawford Pollock, vp-of marketing, and the directors of the marketing activities of the various products.

Hilton Names Snyder

Robert Snyder & Associates, Chicago, has been appointed to publish "Carte Blanche," Hilton Hotels Corp. quarterly publication designed primarily for guests of its hotels.

CBS Films Offers 'Pursuers'

CBS Films, New York, has put into syndication "The Pursuers," a series of 39 half-hour action-suspense shows, starring Louis Hayward.

Shaffer Enterprises Moves

Sy Shaffer Enterprises, music producer for radio-tv commercials, has moved to larger quarters at 342 Madison Ave., New York.

Mabuchi Named to Succeed Winters as President of Agency

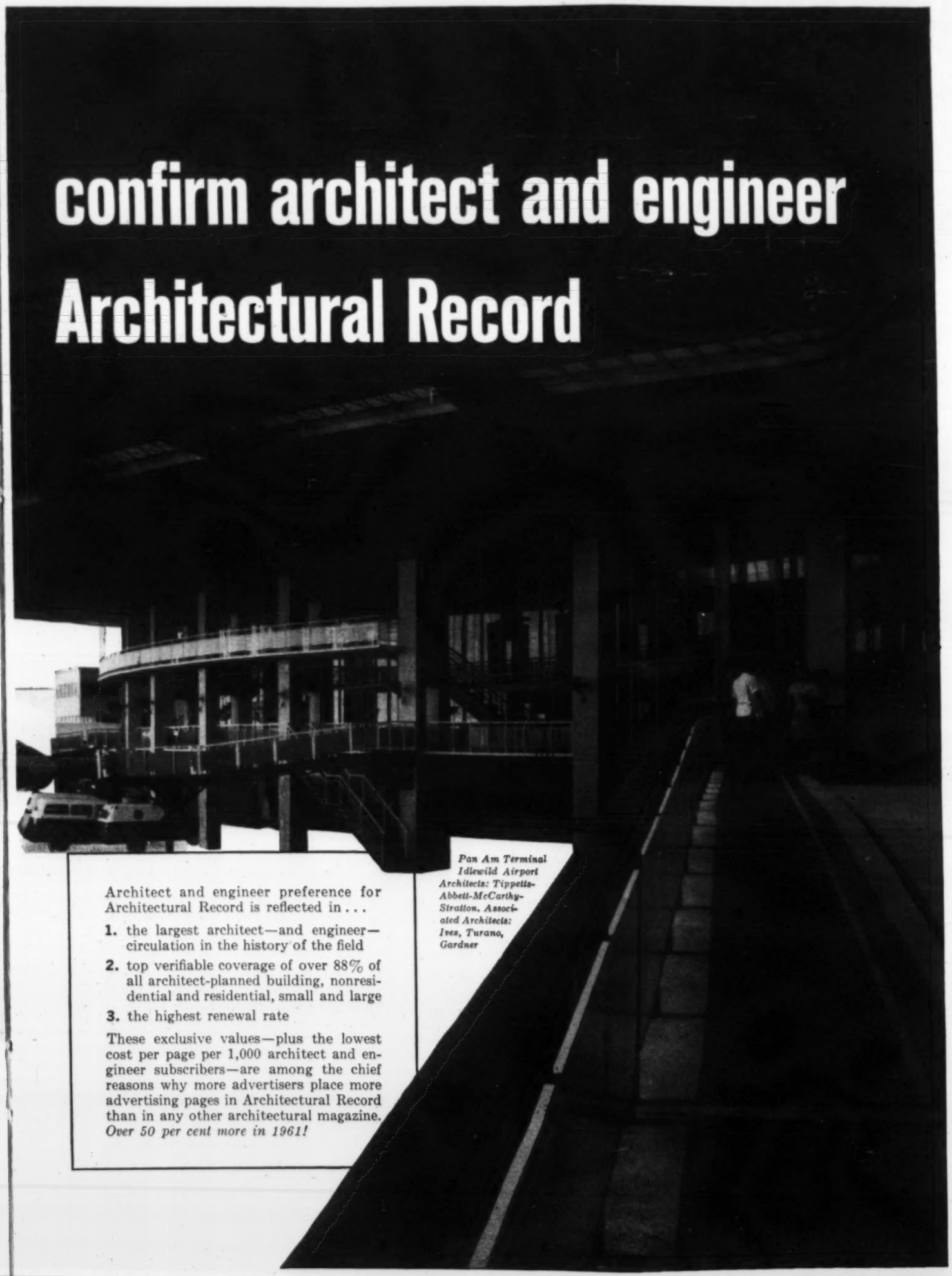
NEW YORK, Dec. 12—Smith, Winters & Mabuchi today named Kenneth K. Mabuchi, formerly exec vp and director of marketing services, president of the agency. He succeeds Larry Winters, who is retiring.

Succeeding Mr. Mabuchi as exec vp is Leonard Caiola, who heads up the new business and account supervision arms of the agency. He joined the agency two years ago after leaving de Garmo Inc., where he was a vp. David C. Smith continues as secretary and head art director. #

Robbins Appoints Wayne

Tucker Wayne & Co., Atlanta, has been named to handle consumer advertising and sales promotion for Robbins Floor Products, Tuscumbia, Ala., manufacturer of vinyl tile flooring.

confirm architect and engineer Architectural Record



Pan Am Terminal Idlewild Airport Architects: Tippetts-Abbett-McCarthy-Stratton. Associated Architects: Ives, Turano, Gardner

Architect and engineer preference for Architectural Record is reflected in . . .

1. the largest architect—and engineer—circulation in the history of the field
2. top verifiable coverage of over 88% of all architect-planned building, nonresidential and residential, small and large
3. the highest renewal rate

These exclusive values—plus the lowest cost per page per 1,000 architect and engineer subscribers—are among the chief reasons why more advertisers place more advertising pages in Architectural Record than in any other architectural magazine. *Over 50 per cent more in 1961!*

Your Guide to 1962

A&SP Sales Promotion Almanac

- the year's special days, weeks and months
- conventions for advertising and sales promotion men
- awards for achievement in editorial, advertising, sales promotion and public relations

This convenient booklet, now in its third annual edition, gives dates, sponsors and addresses. You'll use it all through the coming year.

$1 per copy
Quantity prices on request

Reprint Editor
Advertising & Sales Promotion
200 E. Illinois Street
Chicago 11, Ill.

Please send me ..... copies of the A&SP Sales Promotion Almanac for 1962.

I enclose $.....
(Ill. residents add 4% sales tax)

Name .....

Company .....

Address .....

.....

IT TAKES JUST

to reach

9 OUT OF 10

newspaper readers in

MILLION MARKET MILWAUKEE

Only in Milwaukee can you reach 9 out of 10 newspaper readers in a rich, million-plus metropolitan area *with just one newspaper.* No combinations, no supplementary media needed. And The Journal's milline rates are among the lowest in the country. When picking big newspaper markets, remember *the best buy in economical coverage . . .*

THE MILWAUKEE JOURNAL

375,950 daily — 515,225 Sunday

Member of
Million Market Newspapers, Inc.
New York • Chicago • Detroit
Los Angeles • San Francisco

Networks Intensify Efforts to Make TV Commercials Valid

NEW YORK, Dec. 12—While the National Assn. of Broadcasters and the Federal Trade Commission have been keeping a close watch on television commercials during the past few years, the networks have intensified their own efforts to keep tv advertising in good taste.

Following the quiz scandals of two years ago, National Broadcasting Co. instituted a policy requiring a letter of substantiation from agencies for all tv commercials which present a visual demonstration of the product. The letter must state that what is demonstrated in the commercial is factual.

No agency has refused to comply with the NBC request, Percy F. Smith, supervisor of advertising standards for the network, said. The letters generally come from the account supervisor, account executive or another person of authority on the account.

▪ Prior to NBC's inauguration of its letter policy, the network's requirements for verification of claims were largely confined to the audio portion. It soon became evident to the network that visual demonstrations required equal scrutiny. Mr. Smith could not estimate how many commercials require an agency letter, but it appears that a substantial number fall into this category.

After a storyboard has been submitted to NBC's broadcast standards department, it checks for various claims and then asks the agency for substantiation of copy claims and written reassurances concerning the visual demonstrations. Final approval is not given until the finished film or tape is viewed, Mr. Smith pointed out.

"There should be nothing which has the capacity to mislead the reasonable viewer," Mr. Smith said. Among the areas which sometimes require more intensive scrutiny are real estate, investment companies, proprietary drugs and toys, he noted.

▪ On one occasion, NBC's broadcast standards department felt that, in a storyboard for an arthritis and rheumatism remedial product, the proposed copy went beyond what the product could actually accomplish. Recommendations for changes were made, but that product never did get on the air.

NBC tries to take the practical view in checking visual demonstrations, Mr. Smith said. "Sometimes, a demonstration can be kaleidoscoped," he noted. For example, he said, if the installation of an automobile muffler actually takes 15 minutes, it would not be deceptive to show the action in less time, highlighting the various steps and apprising the viewer of the normal installation time. In such a case, NBC would require a letter, stating that the job can be and normally is done in 15 minutes.

In the case of deodorants, Mr. Smith said, he feels it is better to speak of the product in positive terms rather than use a negative approach, such as pointing out the results of not using the product. With drugs, it is NBC practice not to accept the unqualified use of the word "safe." NBC has turned down some commercials where advertisers have refused to qualify their use of this word. Such expressions as, "safe when taken as directed" are acceptable.

▪ All three networks have insisted that their commercial standards always have been high.

• Herbert Carlborg, director of program practices at CBS-TV, said that there is no set pattern at his network for checking commercials. Whenever a commercial refers to the product's performance or wearability, makes comparisons, refers to survey results or shows demonstrations, substantiation of the references must be provided the network.

For the past five or six years, CBS has had a medical consultant, who sometimes makes his own analysis of medical claims. Occasionally CBS hires an outside company to test products, including cleansers and detergents, Mr. Carlborg said.

• Grace M. Johnsen, director of continuity acceptance at ABC-TV, said comparative claims probably come in for greatest scrutiny. She emphasized that all information submitted to her department is treated confidentially—a general practice with censors. For example, if a company is coming out with a new product and wants to keep it under wraps until the start of the campaign, the client may ask the network censor to come to the agency or some other place to examine the results of a survey or test, or witness a demonstration. #

25 STRONG—*Clinton D. Churchill, vp and general manager of WKBW and WKBW-TV, Capital Cities' Buffalo stations, signs a contract with John Blair & Co. and Blair-TV for national representation of the stations, formerly handled by Avery-Knodel (AA, Dec. 11). Looking on are John Blair, Arthur H. McCoy, and Edward P. Shurick, the three top executives in the Blair companies. With the appointment by WKBW, Blair says it is the first representative ever to handle a station in each of 25 top markets.*

Nekoosa-Edwards Boosts Two

Marvin E. Love has been appointed assistant advertising manager and Kendall W. Green has been named sales promotion manager of Nekoosa-Edwards Paper Co., Port Edwards, Wis. Both men are veteran members of the company's ad department.

Chain Cigaret Sales 13.9% of National Totals

Chain-supermarkets accounted for 13.9% of U.S. retail cigaret sales in 1960, the National Assn. of Tobacco Distributors reports. This figure was omitted from a tabulation of cigaret sales by retail outlets reported by ADVERTISING AGE, Dec. 11.

Cigar stores and stands were in fourth place in retail sales with $786,942,000, or 12.1% of the national retail cigaret sales, the association reported.

Frye Mfg. Names Biddle

Frye Mfg. Co., Des Moines, has named Biddle Co., Des Moines, to handle its advertising. Frye manufactures carbon papers.

Growth of Publivinco Agencies in Britain Is Told at Meeting

LONDON, Dec. 12—Representatives of 32 British advertising agencies associated with Publivinco (Europe) met to discuss collaboration in overseas advertising and marketing problems.

Publivinco is an international network of associated advertising agencies and marketing organizations which share common facilities for dealing with overseas advertising and marketing.

W. A. S. (Bill) Camp, managing director, reported that after a two-year buildup, the 32 agencies associated with the venture represent about 16% of the membership of the Institute of Practitioners in Advertising, the British equivalent of the American Assn. of Advertising Agencies.

Mr. Camp explained that Publivinco now has a worldwide network of associated agencies, but the names of overseas associates are never published and only circulated confidentially.

The idea behind Publivinco is to provide representation and conference facilities, marketing and media information, liaison and campaign control on a cooperative basis for medium-size agencies. #

Warner & Todd Moves Offices

Warner & Todd, St. Louis, has moved to new offices in the Brentwood Bank Bldg.

Your Address: Chicago's magnificent gold coast

181 East Lake Shore Drive

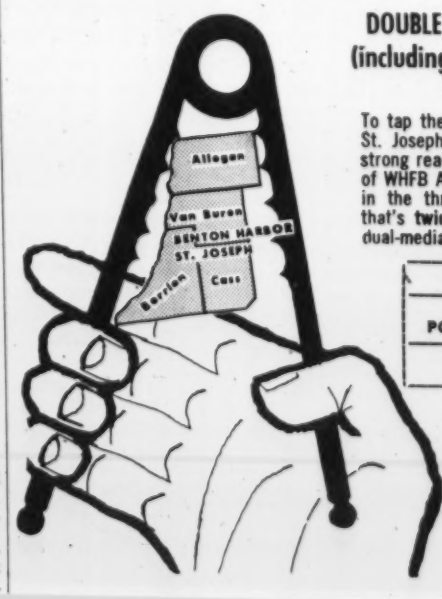
Overlooking Lake Michigan . . . five minutes from downtown . . . steps from Michigan Avenue stores. Fine Restaurant. Superb rooms & suites at sensible prices.

Donald O. Cronin, Mgr.
SUperior 7-8500

LAKE SHORE DRIVE HOTEL

LOCAL COLORCASTING NEARS 400 HOURS WEEKLY

An industry survey, reported in VARIETY, estimates that local colorcasting now runs close to 400 hours weekly. The big breakthrough in Color TV is here. To learn how to make it pay off for you, contact W. E. Boss, Director, Color Television Coordination, RCA, 30 Rockefeller Plaza, New York 20, N. Y., Tel: CO 5-5900.



DOUBLE your selling effectiveness in Southwestern Michigan (including Benton Harbor and St. Joseph) the dual-media way!

To tap the top of Southwestern Michigan's sales potential (including Benton Harbor and St. Joseph) calls for coordinated selling strategy: a **dual-media approach**, utilizing the strong readership of the News-Palladium and Herald-Press . . . and the strong listenership of WHFB AM/FM. You get (1) unduplicated, in-the-home circulation in **both** city zones and in the three surrounding counties, (2) WHFB's loyal, responsive listening-in audience that's **twice** the size of the next two stations **combined!** Inquire **today** about how this dual-media approach can help you.

4-COUNTY SOUTHWESTERN MICHIGAN AREA RUNDOWN:			
POPULATION:	BUYING INCOME:	RETAIL SALES:	FAMILIES:
293,500	$454,208,000	$289,245,000	90,800

Source: Sales Management Survey of Buying Power.

BENTON HARBOR NEWS-PALLADIUM
ST. JOSEPH HERALD-PRESS
Represented by E. A. Faulkner & Associates
307 N. Michigan Ave., Chicago 1, Ill.

WHFB AM/FM
Represented by Everett-McKinney, Inc. and Michigan Spot Sales
410 N. Michigan Ave., Chicago 11, Ill.

2nd Harvard Business Review Research Shows Again:

The Wall Street Journal far out front among 10 management publications measured for executive readership

The Wall Street Journal is again NUMBER ONE, receiving more readership mentions than any other management publication measured by Harvard Business Review. This research confirms a previous study conducted by Harvard Business Review in which The Wall Street Journal also ranked topmost. Moreover, it is consistent with research by many other organizations showing the same results.

Here are the findings of the latest study sponsored by Harvard Business Review and conducted by Crossley S-D Surveys, Inc., independent research specialists of New York, early in 1961.

Telephone calls to a representative sample of executives listed in *Poor's Register of Directors and Executives, 1961* were made, to determine their readership of ten publications. The question asked in reference to each publication:

"Do you read (name of publication) regularly? That is, do you read at least 2 out of every 3 issues?"

The Wall Street Journal is read regularly by over 7 out of 10 of the 62,000 businessmen active in U.S. companies as listed in *Poor's Register of Directors and Executives, 1961.*

This study also reveals:

■ The Wall Street Journal is read regularly by over 8 out of 10 presidents and vice presidents in companies employing more than 1,000.

■ The Wall Street Journal is read regularly by almost 9 out of 10 presidents and vice presidents in companies employing more than 1,000 in manufacturing, construction and related fields.

With all the needs of executives, it is not unusual to find so many of them reading The Wall Street Journal. After all, every business day, the news that changes business *does* change. And . . . The Wall Street Journal is the Only National Business Daily.

THE WALL STREET JOURNAL

Published at: New York, Washington, D.C., Chicopee Falls, Mass. · Chicago, Cleveland · Dallas · San Francisco... and big new Riverside, Calif. plant now under way!

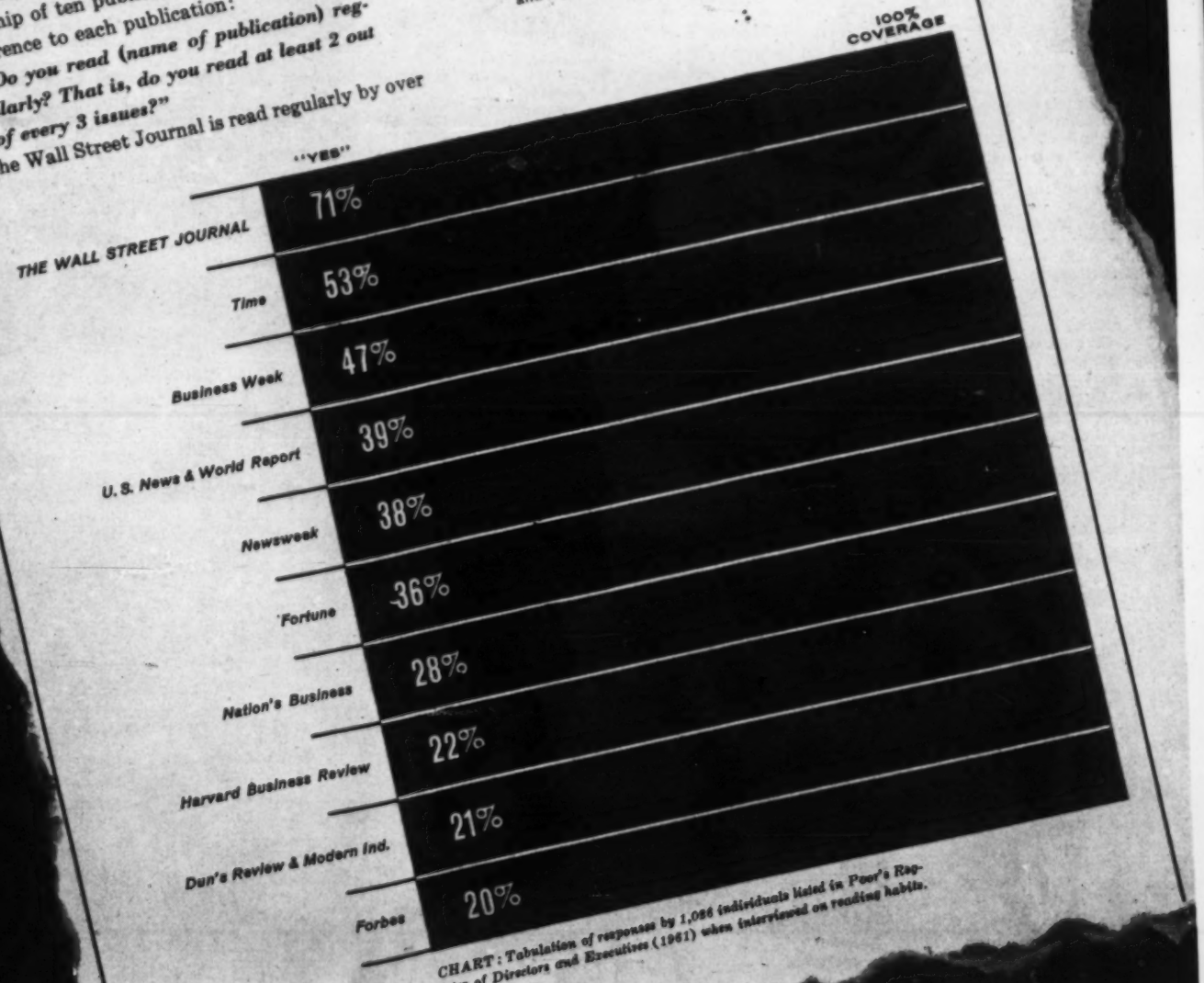


CHART: Tabulation of responses by 1,086 individuals listed in Poor's Register of Directors and Executives (1961) when interviewed on reading habits.

FACTS ABOUT THIS RESEARCH

Crossley S-D Surveys, Inc., systematically selected a probability sample of 1,543 names from "Poor's Register of Directors and Executives 1961," in which there are 62,000 names of businessmen active in U.S. companies. Starting on February 20, 1961, and continuing through March 8, 1961, telephone calls were made from the New York City offices of Crossley S-D Surveys, Inc., to the primary place of business of each sample individual. Only executives in the United States were included. The original sample was reduced to 1,250 individuals because of retirement or death. Of all calls, 1,026 were completed, or 82.1%.

NOTE: The Wall Street Journal's advertising and research departments were completely unaware of this project during the time it was being conducted. The facts revealed here have just been released by Harvard Business Review.

Shane Joins Williams

Alys K. Shane has joined William R. Williams, Chicago, as an account executive. Miss Shane was formerly public relations director and account executive of Lilienfeld & Co.

Anemostat Names Zetlin & Co.

Anemostat Corp. of America, subsidiary of Dynamics Corp. of America, has named L. D. Zetlin & Co., New York, as its agency.

Stickin' around WITH kleen-stik®

WORLD'S MOST VERSATILE SELF-STICKING ADHESIVE

IDEA NO. 201

Spinning "Pump-Topper" Keeps up Pennzoil Sales

Searching for a novel P.O.P. service station display to stir up their motor oil sales, **Pennzoil Company** of Los Angeles called **Burton Block Associates** to create a traffic-stopping piece which would *stay up* in any weather. Whiz of an idea is the die-cut spinner display silk-screened on **Kleen-Stik Vinyl-Stik.** The weather-proof, sun-proof, snow-proof unit comes with durable vinyl plastic spinner. Display was produced by **Green Show Print's Herb Green, Jr.,** working with Pennzoil Sales Pro. Mgr. **Fred Williams** and A.D. **Les Raeth** . . . all of L.A.

IDEA NO. 202

Booklet Container Sticks on New Diet Drink Job

Kansas City's PLAN Food & Research Co. wanted to give prospects information booklets on their new diet drink at the point of sale. Problem: how to *fasten* "Take-One" booklet holder to glass dairy case. Two strips of **Kleen-Stik "D" Tape** on the back of the holder reduced the problem to zero despite dampness and low temperatures! Credit this profit-nourishing P.O.P. piece to PLAN's V.P. **Ben Roselle,** acting with **Valentine-Radford** ad agency Acc't. Exec. **George Hawley** and **Lester Bethel** of **Kansas City Poster Company** (who silk screened the job).

Outdoor mobile display or booklet dispenser, both are up to stay with versatile Kleen-Stik. See Your printer for other keen ideas on displays and promotion nifties using Kleen-Stik, or write direct.

kleen-stik PRODUCTS, INC.
7300 West Wilson Avenue
Chicago 31, Illinois

SEND THIS COUPON TODAY FOR FREE IDEA-PACKED BOOKLET!

Kleen-Stik Products, Inc., Dept. A
7300 W. Wilson Ave., Chicago 31, Ill.
Send me your free "101 Stik-Triks" booklet and full information about Kleen-Stik Self-Sticking products.

Name.....
Title.....
Company.....
Address.....
City.....Zone.....State.....

'PM East' Grows, Girds to Battle Paar Successor

NEW YORK, Dec. 12—"PM East," preparing for an intensified battle with whoever replaces Jack Paar as NBC's stay-up-late attraction, will be expanded from 60 to 90 minutes, effective Feb. 2. At the same time, "PM West," the companion show from San Francisco, will be discontinued.

Both shows are produced by Westinghouse Broadcasting Corp. and offered to stations on a syndication basis. They are seen on WNEW-TV, New York; KHJ-TV, Los Angeles; WTTG, Washington; WFAA-TV, Dallas; WSBA-TV, York, Pa.; and on the five Westinghouse stations—KDKA-TV, Pittsburgh; WBZ-TV, Boston; KPIX, San Francisco; WJZ-TV, Baltimore; and KYW-TV, Cleveland. KRNT-TV, Des Moines, a defector from Jack Paar's group, will join the "PM" lineup as of Jan. 1. Mr. Paar will relinquish his night owl duties for a weekly series; he plans to leave his nightly show March 30.

■ "PM East" stars Mike Wallace, with Joyce Davidson and guests from in and out of show business, and originates in New York.

Richard M. Pack, vp in charge of programing for Westinghouse, said "PM West" was discontinued because "programing completely different programs late at night simply does not work out well," with the midnight switch to "another coast, to a different personality, mood and format" penalizing both programs.

Mr. Pack said there were plans for a new daytime show starring Terrence O'Flaherty, the host of "PM West" and the *San Francisco Chronicle's* tv critic.

■ A healthy attraction for advertisers since its inception in June on the Westinghouse stations, "PM East" will continue with its charter backers. Among the sponsors are Kent cigarets (Lennen & Newell); Toni (Clinton E. Frank Inc.); Fresh deodorant (Daniel & Charles); Philip Morris Inc. (Leo Burnett Co.); Tide (Benton & Bowles); Allstate Insurance (Burnett); and Welch Grape Juice Co. (Richard K. Manoff Inc.).

There are four commercial inserts per hour, with room for two one-minute announcements separated by a 10-second spot. There is also one 30-second station break period during the 90-minute taped program.

From the outset, Westinghouse deliberately restricted the commercial availabilities on the show, because the company felt that the Paar show, with its frequent sales interruptions, was "over-commercial." #

Guichenne

PARIS SIGNATORS—*Present at the creation of A.F.P.-Ted Bates S.A. (AA, Dec. 4), were Rosser Reeves and W. H. Kearns of Ted Bates & Co. and Armand de Malherbe, president and director general of A.F.P.-Bates and Pierre Guichenne, former president and now consultant to the French agency.*

Ohmeis Named Midwest Manager of 'Nation's Business'

Herbert F. Ohmeis has been named Midwest advertising manager of *Nation's Business.* He will have headquarters in Chicago, with responsibility for the magazine's Chicago and Detroit offices.

Herbert Ohmeis

Mr. Ohmeis, who joined the publication in 1956, was formerly Detroit manager. Thomas F. Bauer Jr., a member of the *Nation's Business* New York sales staff, has been appointed Detroit manager.

Swann Opens Consultancy

Erwin D. Swann has resigned as vp and member of the accounts management committee of Warwick & Legler, New York, to head his own marketing and advertising consultation company. Mr. Swann until recently was account supervisor on the Revlon account, which moved to Norman, Craig & Kummel.

New College Book to Debut

College & University Journal, a new quarterly publication devoted to the understanding and advancement of higher education, will bow in January. It will have an initial circulation of 2,500, with an additional 2,000 copies of the first issue going to a selected list of college officers. Full-page ad space only is available in the first issue, at an introductory one-time rate of $200. It will be published by American College Public Relations Assn., 1785 Massachusetts Ave., N.W., Washington.

Minnesota Mining Names May

Minnesota Mining & Mfg. Co., St. Paul, has appointed Robert J. May general sales and marketing manager of the retail tape and gift wrap division, effective Jan. 1, succeeding R. L. Sheppard, who has been named general manager of the duplicating products division. Mr. May is currently marketing manager of the division.

National Lock Names Yale

National Lock Co., Rockford, Ill., has appointed Merritt J. Yale advertising manager, succeeding the late H. M. Johnson. Mr. Yale was formerly assistant advertising manager.

Morton Salt Sets Outdoor, Magazines for '62 Drive

Morton Salt Co., Chicago, will use outdoor boards in 297 markets, plus print ads, in its 1962 consumer advertising campaign. Magazines on the schedule are *Family Circle, Family Weekly, Farm Journal, Grit, Parents' Magazine, Seventeen, True Story* and *Woman's Day.* All ads except those in *Grit* will be in color.

Morton noted that it had increased the number of magazine insertions from four in 1961 to six next year. It will also shift emphasis in its outdoor campaign to the top 50 markets. Needham, Louis & Brorby is the agency.

Olen Gets PIPE Promotion

David Olen Advertising, Los Angeles, has been named to handle the 1962 industry advertising and promotion program of the Sacramento Piping Industry Progress & Education Fund.

KSLA TV
SHREVEPORT
LOUISIANA

Ask our reps . . .
Harrington, Righter and Parsons
. . . about the **naturally rich** KSLA-TV market.

Videodex Network TV*

Nov. 8-14, 1961

Copyright by Videodex Inc.

Rank	Program	Homes (%)
1	Bonanza (Chevrolet, NBC)	30.6
2	Wagon Train (National Biscuit, R. J. Reynolds, Revlon, NBC)	29.1
3	Andy Griffith (General Foods, CBS)	28.4
4	Danny Thomas (General Foods, CBS)	27.7
5	Perry Mason (Several sponsors, CBS)	27.1
6	Red Skelton (Sinclair, S. C. Johnson, CBS)	26.1
7	The Defenders (Several sponsors, CBS)	25.4
8	Candid Camera (Lever Bros., Bristol-Myers, CBS)	25.2
9	Sing Along with Mitch (Several sponsors, NBC)	25.0
10	Gunsmoke (Several sponsors, CBS)	24.9

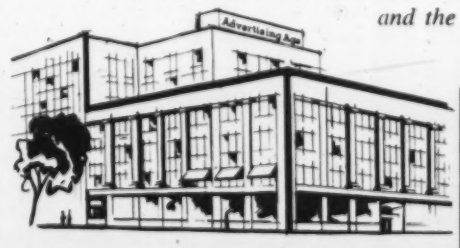
Ranks	Program	Homes** (000)
1	Bonanza (Chevrolet, NBC)	13,800
2	Wagon Train (National Biscuit, R. J. Reynolds, Revlon, NBC)	13,100
3	Andy Griffith (General Foods, CBS)	12,800
4	Danny Thomas (General Foods, CBS)	12,500
5	Perry Mason (Several sponsors, CBS)	12,200
6	Red Skelton (Sinclair, S. C. Johnson, CBS)	11,800
7	The Defenders (Several sponsors, CBS)	11,500
8	Candid Camera (Lever Bros., Bristol-Myers, CBS)	11,400
9	Sing Along with Mitch (Several sponsors, NBC)	11,300
10	Gunsmoke (Several sponsors, CBS)	11,200

* Homes viewing in cities where program is telecast.
**Listed in sequence of rating level from first table.

Desirable rental space available now in the

Advertising Age Building

located in the heart of the fashionable "Near North Side" of Chicago in the midst of advertising activity in the city. A prestige location offering many unusual advantages. One block west of the famed "million dollar mile" and the historic water tower.



- *Well suited for art and photo studios, advertising agencies, publishers, media representatives, graphic arts services and other allied interests.*
- *Locate your operations in the world headquarters of advertising/marketing news—the Advertising Age Building.*

For a detailed, illustrated brochure write Jack Barnett, Advertising Age 200 E. Illinois St., Chicago 11 DE 7-5200

Advertising Age Building

DECONGESTANT—*Vicks Tri-Span decongestant tablets are now in national distribution, following a one-year test, and backed by a 17-week television schedule in more than 60 markets. Sullivan, Stauffer, Colwell & Bayles is the agency.*

Chun King Acquires Northland Foods; No Agency Shifts Seen

DULUTH, Dec. 12—Chun King Sales Inc.'s takeover of Northland Foods will result in no agency changes or alterations in advertising plans, according to Lenny Underdahl, who continues as exec vp of Northland.

Batten, Barton, Durstine & Osborn, Minneapolis, continues to handle Chun King American and oriental foods, and the Minneapolis office of MacManus, John & Adams continues as agency for Northland's Wilderness brand fruit and berry dessert and pie fillings and also for Jeno's Italian foods, Nokomis wild rice and Living Earth potting soil. The last three are being shifted to Northland to be merchandised under an expanded marketing program now being worked out. Harvey Ramsey, former export manager, is to be Chun King's over-all exec vp for marketing.

Mr. Underdahl said the possibility of heavier advertising of products to be merchandised by Northland is being discussed but no specific programs have been worked out.

■ MJ&A sources said Wilderness products recently have been advertised in newspapers in "several markets." *Reader's Digest* and *Sunset Magazine* ads have pushed Jeno's pizza in 10 major markets with "excellent results." Living Earth has had some promotion in *Reader's Digest* but there is no current ad program. Nokomis wild rice also is inactive. #

Hatch Named Winner of Boston Silver Medal Award

Francis W. Hatch, member of the advisory committee of Batten, Barton, Durstine & Osborn, Boston, has been named recipient of the Boston Silver Medal Award.

The Advertising Federation of America-*Printers' Ink* award, presented by the Boston Advertising Club, is given "for a lifetime of achievement and service spent in the highest tradition of the advertising profession." Mr. Hatch, who will receive the award at a luncheon in February, was formerly vp and New England manager of BBDO.

Maxwell Adds Hallicrafters

Robert Maxwell Co., Chicago, Bell & Howell Co.'s new mail order subsidiary, has added products made by Hallicrafters Co. to its line of merchandise. Maxwell will sell Hallicrafters shortwave listening line. It also was disclosed that Sunbeam Corp., Chicago, has participated in two test mailings with Maxwell.

FOR QUALITY WORK ON
kleen-stik®
Whether you need waterless pressure-sensitive decals or other Kleen-Stik items. Our silk screening is superior. Creative and production facilities. Send now for free samples, estimate.
SCREEN PROCESS PRINTING COMPANY
P. O. BOX 948, WICHITA 1, KANSAS

Embry-Moreland Co. Formed

Embry Co. and Frank Moreland Co., both of Los Angeles, have merged into a new agency—Embry-Moreland Co., with headquarters at 1737 N. Western Ave. Combined billings of the new company will run more than $1,000,000; principals are Frank Moreland and John Embry.

Chase Opens Radio-TV Service

Robert C. Chase, independent radio-tv producer and director and a former producer at D'Arcy Advertising Co., has opened Robert C. Chase & Associates, 818 Olive St., St. Louis. The company will provide creative and production services for audio-visual communications.

Two newspapers

RING UP SALES IN SPRINGFIELD, ILLINOIS

ILLINOIS STATE JOURNAL and ILLINOIS STATE REGISTER are the metropolitan newspapers which sell Springfield and the entire capital market — eleven counties in the heart of the state. These historic dailies offer 100% coverage of Sangamon County (Springfield) and 60% coverage of the entire trading area. And both newspapers provide top-quality ROP color. Choose the Illinois State Journal and Illinois State Register for productive advertising in a prosperous, diversified, stable market.

Illinois State Journal | ILLINOIS STATE REGISTER

"The Ring of Truth" Copley Newspapers

15 Hometown Daily Newspapers covering Springfield, Illinois – Northern Illinois – San Diego, California – and Greater Los Angeles. Served by the Copley Washington Bureau and The Copley News Service. REPRESENTED NATIONALLY BY NELSON ROBERTS & ASSOCIATES, INC.

Huge Martin Proj

THE DENVER POST

The Voice of the Rocky Mountain Empire

Denver, Colo.—Climate Capital of the World

Vol. 70, No. 112

Skyscraper To Reach 33 Stories

The $12 million Security Life skyscraper, on which construction will start Jan. 2 at 16th St. and Glenarm Pl. in downtown Denver, has grown taller on the planning boards and now has emerged as a 33-story building.

The building's dimensions and full details of its features were disclosed Saturday by spokesmen for Security Life & Accident Co. and Mid-America Building Corp., the firms which have joined forces to build it.

William E. Davis, resident manager for Mid-America Corp., said the three floors added to the originally announced 30 stories involve a setback atop the skyscraper which will house two floors of elevator, mechanical and air conditioning equipment and a penthouse skyroom level.

Davis said plans for the 33rd floor penthouse—which will be the highest point for miles around with a sweeping view—are not complete. Under consideration, he indicated, are a private club, a restaurant or perhaps luxury apartments.

The three-level setback will perch atop a 28-story tower structure, which in turn will be set back from the two-story main level on the street.

The new building will be 375 feet high from the sidewalk to the top of the penthouse. It will contain 446,725 square feet of gross area, including mechanical areas and the basement. It will have 5 million cubic feet of space.

Tenants Ready

Davis, who was manager of the Mile High Center while it was owned by William Zeckendorf of Webb & Knapp Inc., New York City, said he has no worry about filling the 5 million cubic feet with paying tenants.

"Rentals of major space already have been achieved," he said. "We are negotiating ... major prospecting

THIS IS HELICOPTER VIEW OF THE SUNDECK RESTAURANT AS PRE-SEASON SKIERS GET THE FEEL OF THEIR SLATS.

Aspen Expects Its Biggest Ski Season; Snow Excellent

ASPEN, Colo.—Ski lifts at Aspen opened Thanksgiving Day and the finest early snow conditions in years point to the biggest ski season in Aspen's 15-year history.

This winter local entrepreneurs are predicting more than a $5 million gross.

The signs are encouraging. Chamber of Commerce inquiries and advance room deposits at Aspen's 60 lodges are 15 pct. ahead of 1960. Since early October, the town has been booked to capacity for the two-week Christmas holidays.

Also, early snow which began blanketing the ski slopes in September promises good skiing conditions for the season.

Since its modest opening in 1946, Aspen has mushroomed as a resort. Its three ski areas attract more than 45,000 skiers each winter.

But faced with increasing competition from new areas opening in Colorado, local businessmen are working to maintain Aspen's leadership in the ski world.

For the first time, previously individualistic owners of lodges, restaurants, ski areas and ski ... together **will attract skiers and racing fans from across the nation. The annual Winterskol festival is set for Jan. 19-21, the Roch Cup races March 1-3.**

Aspen lodges, which can accommodate nearly 3,000 visitors, will bulge during February and March. Three new hotels opening this month will help ease the housing shortage.

Newcomers at the Aspen Highlands ski area are the Maroon Creek Apartments and the Chateau Kirk. Swiss chalet-style lodges at the foot of the ski slopes. In town is the new Continental Motor Inn, a three-story reinforced concrete structure. A dozen motels have increased their facilities.

Construction of a 3,500-foot chairlift and a mountaintop restaurant at Highlands has been delayed. Begun in September, the lift was partially completed before heavy snowfall prevented crews from pouring the lift tower foundations.

The lift and Cloud Nine restaurant will be finished this spring. Buttermilk Mountain also has announced plans for construction of a new lift this summer which will double the size of that area. New at Buttermilk this winter is a large ... which will be lighted for night skating.

New Subdivisions Expanding Metropolitan Denver Area

By WILLARD HASELBUSH
Denver Post Business Editor

Those doubters who raised eyebrows at predictions a couple of years ago that the Denver metropolitan area eventually will stretch in an unbroken line from Pueblo to Fort Collins along the edge of the Front Range should take a tour along the new four-lane Valley Highway south of the city.

It's already happening. Denver now stretches southward al... Castle Rock.

suburban living with a spectacular mountain view at low cost.

Higgins is selling building sites for $1,500 to $2,000 each and has developed a shell home for do-it-yourself builders.

A model of the shell home is open to the public daily. It has 1,100 square feet of living space on the first floor, with three bedrooms and 1,100 square feet in the garden level, which has large windows. There is a bathroom and a fireplace on each floor.

... said his firm will build ... will make it possible ... yourself hobbyist ... home in four stages ... in it, at a cost of $12,...

A $16,500 model ... on display at Beverl...

An 11.5-acre site ha... aside for a future sh... ter. It will connect ... pass when the prop... road over the Vall... to Daniels Park ...

The subdividers ... community stable. ... path is being buil... perimeter of the ...

oject Near

T ★★★ FINAL EDITION

10 Cents, 88 Pages

Titan III Slated For Key Role

By DAN PARTNER
Denver Post Staff Writer

Announcement of a multi-million-dollar space program for the Titan II ballistic missile made by Martin Co.'s Denver division is expected this month.

The project, called Titan III, will add solid fueled engines to the liquid-powered Titan to provide the booster for a wide variety of vehicles in the U.S. space program.

Titan III is expected to be used by both the National Aeronautics and Space Administration (NASA) and the Air Force.

Reports from Washington say an interagency government committee soon will recommend development of a versatile booster capable of orbiting loads of varying sizes and weights.

The concept calls for the booster segments of standard size to be fixed together on the Titan. Each booster would have a thrust of about 200,000 pounds. The number of segments attached to the Titan would vary according to the assigned mission of the flight.

Dyna-Soar Aid

One probable use of such a booster would be in the Dyna-Soar program. This is a winged glider under joint development by NASA and the Air Force and which is considered a leading prospect for a space weapons system.

The Dyna-Soar, carrying a pilot, would be boosted into orbit and landed when desired at a U.S. airport.

The Department of Defense has budgeted $100 million for the Dyna-Soar for fiscal year 1962. Congress voted an extra $85.5 million to expedite the program but the Department of Defense has impounded the money, indicating the present development schedule to

ment by th

uses it recommends.

The committee is called the Large Launch Vehicle Study Committee, headed by Dr. Nicholas E. Golovin of NASA. Its members represent the Defense Department, Air Force, NASA and the Aerospace Corp., a non-

ficials have no comment about Titan III in advance of official recommendations by the joint NASA-Defense Department committee.

Another concept for Titan II as a space booster has been revealed by the Aerojet-General Corp., which makes the missile's engines.

The plan would place a third stage propulsion system, called Hylas-Star, on top of the Titan. This would boost more than 12,000 pounds to escape velocity, the company says.

The Hylas-Star engine would burn liquid hydrogen and oxygen to develop 20,000 pounds of thrust.

Aerojet contends that such a booster would allow Titan II to duplicate Russia's Venus shot which sent 14,000 pounds toward the planet.

Scientists Will Meet In Denver

From astronomy to zoology, all branches of science will train their sights on Denver Dec. 26 to 30, as a world center of scientific news.

Scientists from all over the world and every corner of the nation will throng here during Christmas week, attending the 128th annual meeting of the American Assn. for the Advancement of Science (AAAS).

This is the largest, most influential group of related scientific organizations in the world. Its headquarters are in Washington, D. C.

This will be the first time the association has met west of Chicago since its Berkeley, Calif., meeting in 1954. And it will be the first AAAS meeting in Denver since 1937. Only once prior to that was the meeting in Denver. That was in 1901.

The gathering will be enormous in scope. The 18 sections of AAAS, and 90 of its affiliated societies will take part. There will be some 1,800 papers on the program with about 2,500 authors reporting recent developments in their special scientific fields.

Scores of science writers from the United States and abroad will cover the meeting. Press, radio and televisi

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Hilton Hotel.

Denver

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ernment agencies and scientists; the National Bureau of Standards Laboratories, the High Altitude Observatory and the National Center for Atmospheric Research—all three at Boulder just northwest of Denver.

Completion last year of the

Post Advances To Fourth Spot In Color Ads

The Denver Post ranked fourth among the nation's top newspapers in the amount of run-of-paper color advertising it carried during the first nine months of 1961.

The latest report of Media Records, bible of the advertising industry, disclosed that The Denver Post carried 1,537,012 lines of ROP color between Jan. 1 and Oct. 1 this year.

The total was exceeded only by three other papers in the nation—the Los Angeles Times, Milwaukee Journal and Miami Herald, in that order.

With The Denver Post in fourth place—up from sixth a year ago—others in the top 10 were the Nashville

has swung into action on Lincoln St., marking the start of actual construction of the Denver U.S. National Bank's $10 million expansion program.

SLATS.

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iding area for

sell the

GROWTH MARKET

of the West

through

one of America's

great newspapers

All stories in this advertisement are reproductions of news items which appeared in regular issues of THE DENVER POST.

CIRCULATION

Daily	271,758
Sunday	352,027
Empire Magazine and Comics	369,099

A. B. C. Publisher's Statement September 30, 1961

few papers anywhere cover their home city and trade area as effectively as the Denver Post

Editor and Publisher: PALMER HOYT
Represented Nationally by:
MOLONEY, REGAN & SCHMITT, INC.

PHOTOGRAPHIC REVIEW

Seeberg O'Connor Wood Soderstrom Filseth Mannon Klinte

EUROPEAN AGENCY GROUP—*Among those present at the European Assn. of Advertising Agencies' first international meeting in London (AA, Dec. 11) were N. H. Seeberg, Thau Reklamebyra, Oslo, board member of EAAA; J. P. O'Connor, Institute of Practitioners in Advertising, London; Sinclair Wood, Pritchard Wood & Partners, London, president, EAAA; L. Soderstrom, AN Tornbloms Annonsbyra, Stockholm, vp of the EAAA; Tyge Filseth, Instituttet for Markedsforing, Oslo; Borg Mannon, director, Danish Assn. of Advertising Agencies; and Bertil Klinte, Swedish Assn. of Advertising Agencies.*

Callaway Budge Clifford

POT LUCK—*Doherty, Clifford, Steers & Shenfield, New York, lost its annual tennis match with Sports Illustrated's team—so it must accept (good heavens!) this trophy: Squeamish recipient is agency chairman Don Clifford; glad to unload the device is Pete Callaway, SI ad director; having a tough time getting anybody to budge is Don Budge, tennis star.*

Clinton C. Hanson Townsend V. Hanson LeBrecht Clark

NEWSMEN AND GALS—*With two pretty newspaper vendors at a presentation put on in New York by the Birmingham News & Post-Herald are Clarence B. Hanson Jr., publisher; Vincent Townsend, vp and director of sales; George C. Clark, advertising director; Victor Hanson, assistant to the publisher; Jeanette LeBrecht, vp, Grant Advertising; and James Clinton, Batten, Barton, Durstine & Osborn.*

"We deliberately set out to create the finest bottled beer in all the world regardless of cost"

This is it.

Michelob ... in a bottle

BEER BOTTLE!—*Anheuser-Busch, St. Louis, is bottling its Michelob beer for the first time since it started brewing it in 1896 in this highly unusual bottle. Initial distribution is in St. Louis. The above ad appeared Dec. 8 in St. Louis papers. D'Arcy Advertising Co. is the agency.*

Rogers Sitta Mayer Dryer Sefert

Kennedy Fritz Anderson Allen Barborka

YULE SPIRIT—*At the third annual Detroit Broadcast Representatives Christmas party for agency media people were Bonnie Rogers and Ellen Dryer, W. B. Doner & Co.; Jack Sitta, Michigan Spot Sales; Bruce Mayer, Edward Petry Co.; Jim Sefert, Peters-Griffin-Woodward; Bill Kennedy, Campbell-Ewald; Chuck Fritz and Pete Allen, John Blair & Co.; Judy Anderson, McCann-Erickson; and Cliff Barborka, Better Broadcast Bureau. Thirty-five representatives from 23 companies were hosts to 41 agency people.*

European Newspaper Group Bows Here; No Group Rate—Yet

NEW YORK, Dec. 12—U.S. advertisers are learning that combination rates for groups of newspapers—a growing trend in recent years—are unknown in Europe.

At least that has been their experience in recent weeks with TEAM, a cooperative 17-newspaper venture now seeking advertisers here.

Rex Hearn, manager of the New York office of the *Manchester Guardian*, and the U.S. contact for TEAM, said that one of his most frequent queries is, "What is the combination rate for all 17 newspapers?" The answer is: There isn't any.

■ Working with individual rate cards, Mr. Hearn has figured that an advertiser can buy a quarter-page in the 17 newspapers for about $10,000. This has satisfied most questioners, Mr. Hearn said, but several expressed disappointment that there was no combination discount. Mr. Hearn said he would recommend discussion of such a move in a report he will send back to Europe.

TEAM, about four years old, is widely used by European advertisers. It bowed before American advertisers last month with a business press and daily newspaper campaign. The response to date has been "very good," according to Mr. Hearn, with more than 170 inquiries received.

TEAM, which stands for Top European Advertising Media, covers newspapers in 11 countries and allows advertisers to buy space with one payment in all, or any combination, of the 17 newspapers. They are said to cover a market of about 10,000,000 readers.

■ TEAM advertisers may receive free translation services.

The TEAM lineup includes: *Le Figaro* and *Le Monde*, France; *Die Presse*, Austria; *The Guardian*, Britain; *Berlingske Tidende*, Denmark; *Aftenposten*, Norway; *Die Welt*, *Frankfurter Allgemeine* and *Suddeutsche Zeitung*, Germany; *Corriere Della Sera* and *Il Messagero*, Italy; *Algemeen Handelsblad* and *Mieuwe Rotterdamse Courant*, Holland; *Svenska Dagbladet*, Sweden; *Neue Zurcher Zeitung*, Switzerland; and *Le Soir* and *Het Laatste Nieuwe*, Belgium.

The secretary-general of the TEAM newspapers is N. Drost, at *Algemeen Handelsblad*, NZ Voorburgwal 234-40, Amsterdam. Mr. Hearn is at 20 E. 53rd St., New York. ≡

Frank Acquires Zimmer

Clinton E. Frank Inc., Chicago, has purchased the remaining 50% interest in Zimmer-McClaskey-Frank, Richmond. With the purchase, from Henry M. McClaskey Jr. and Allen E. Zimmer, Frank becomes sole owner of the agency. Under the new ownership, Clinton E. Frank becomes president, Hill Blackett Jr. a director and vp, and Carroll L. Cheverie a director and treasurer. Robert K. Wallace continues as a vp and general manager. Mr. Blackett is a senior vp and Mr. Cheverie is treasurer of the Frank agency.

WWJ Promotes Dages

James C. Dages has been appointed national sales manager of WWJ, Detroit. Mr. Dages joined the station's sales staff in March, 1960. He succeeds George H. Williams, who has joined KDKA, Pittsburgh, as assistant sales manager.

Werner Joins Blanchet & Lewis

Richard G. Werner, formerly with Kudner Agency, has been named director of research and a director of Blanchet & Lewis, New York.

EWRR Appoints Scott

Samuel S. Scott Jr., previously associate media director of J. Walter Thompson Co., has been appointed media director of Erwin Wasey, Ruthrauff & Ryan, New York, succeeding Marvin Richfield, who resigned.

BIG RUN PRINTING PROBLEM? CALL CAREY

Carey can solve it—speedily, colorfully and economically. Our rotary printing, unique binding and paper facilities, plus round-the-clock operation, easily meet your deadline and budget requirements. Call Arthur Friedman, Sales Manager.

CHickering 4-1000

CAREY PRESS CORP.

Our 67th Year

406 W. 31 St., N.Y. 1

SEND FOR THIS BOOKLET . . .

Continuing Survey on the $15 Billion Interstate Truck Fleet Market Penetrated Weekly by Transport Topics

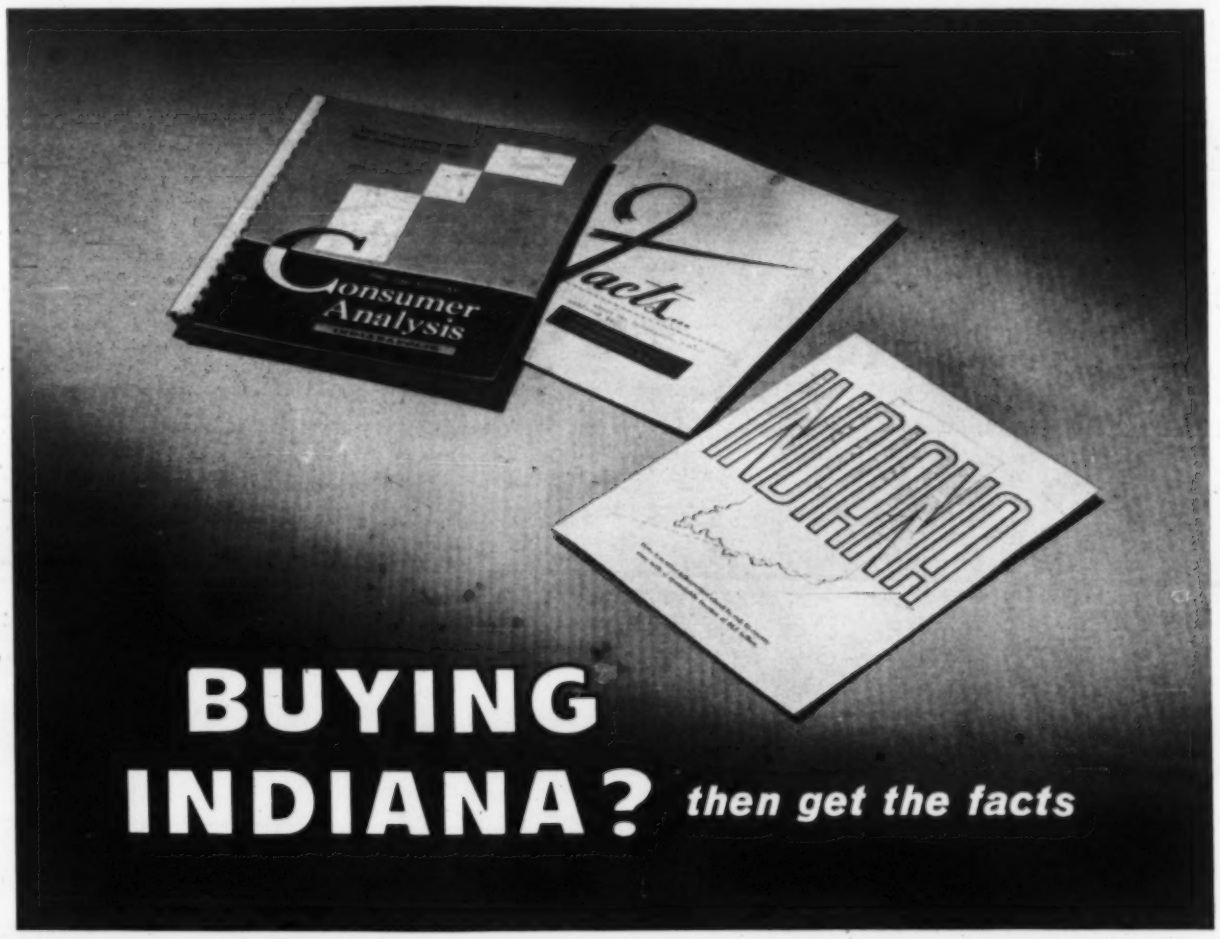
This 32-page booklet contains a background of facts on the highest quality circulation in the truck-fleet market—the big interstate truck-trailer operators who pay $10.00 yearly to read TRANSPORT TOPICS every week and who renew at the rate of 83.21% (other than bulk).

Contents includes:

- Relation of fleet size to company-owned shops for service and repair.
- Shop facilities, purchasing authority.
- Type of fuel used, average annual mileage.
- State breakdown of vehicles operated.

Transport Topics (ABC)

1616 P STREET, NORTHWEST WASHINGTON 6, D. C.



■ In these three handy market guides, you'll find a gold mine of information about Indiana's rich 45-county area where nearly half of the state's people live—where almost half of the state's total income is earned—and where practically one-half of the state's buying power is concentrated.

For free copies of the following publications, write General Advertising Department, The Indianapolis Star and The Indianapolis News, 307 North Pennsylvania Street, Indianapolis 6, Indiana:

CONSUMER ANALYSIS · 152 fact-filled pages from the 16th annual study of buying habits, brand usage and consumer data about Metropolitan Indianapolis.

FACTS · 20 pages of market data about Indianapolis people—their homes, their incomes and employment, their shopping centers, their shopping habits and buying plans. Included are detailed statistics of the entire 45 county area.

TRADING AREA MAP of 45 counties listing population, income and names and locations of all industries employing 1,000 or more persons.

Only The Star and The News reach 53.1% of the 690,700 families in this $4.3 billion, 45-county market that contains:

47% of the state's population—48% of its EBI—48% of its retail sales—45% of its food sales—57% of its general merchandise sales—46% of its automotive and gasoline sales—48% of its home furnishings sales and 53% of its drug sales! (Source: Sales Management "Survey of Buying Power," May 10, 1961)

YOU'RE IN . . . IN INDIANA WITH

The Indianapolis Star MORNING & SUNDAY • *The Indianapolis News* EVENING

Represented Nationally by the Kelly-Smith Company

5 men

and what they have said about

JOHN F. KENNEDY: "I congratulate and commend The Advertising Council for its two decades of public service to the U.S. Government in bringing important public messages to the American people. The Council can well be proud of its record in war and in peace. We shall continue to look to the Council for help in communicating a variety of essential public messages in these critical times."

DWIGHT D. EISENHOWER: "The results of your work are obvious. The various Government departments whose programs you have done so much to forward have reason to be grateful to you. Your combined efforts have been worth many millions of dollars to our Government. When I spoke to your group on March twenty-fourth, I said I thought it one of the most important agencies in the country."

The voluntary, unpaid work of The Advertising Council—*for Government and for private causes*—is simple to explain: Let the American people know about things that need doing and let them know how to go about it. The people pick it up from there.

Take a moment to look at the campaign symbols at the right. You may have worked in your own community in behalf of some of them. You may have bought Bonds, solicited funds or helped get out the vote. Whatever you did, you did freely by your own choice simply because the need was there.

The power behind all of these campaigns was supplied through The Advertising Council by advertising donated by American business — by companies, magazines, newspapers, broadcasting stations, networks, motion picture producers, outdoor and transit companies. Advertising agencies prepared the advertising campaigns free of charge.

In 1960 alone, the advertising donated to the Council's public service campaigns added up to 226 million dollars.

Not a penny of tax money was spent for it.

The work is not finished. In today's cold war the need is as great as in yesterday's hot war. On the occasion of its twentieth anniversary, The Advertising Council reconfirms its pledge of support. How about you?

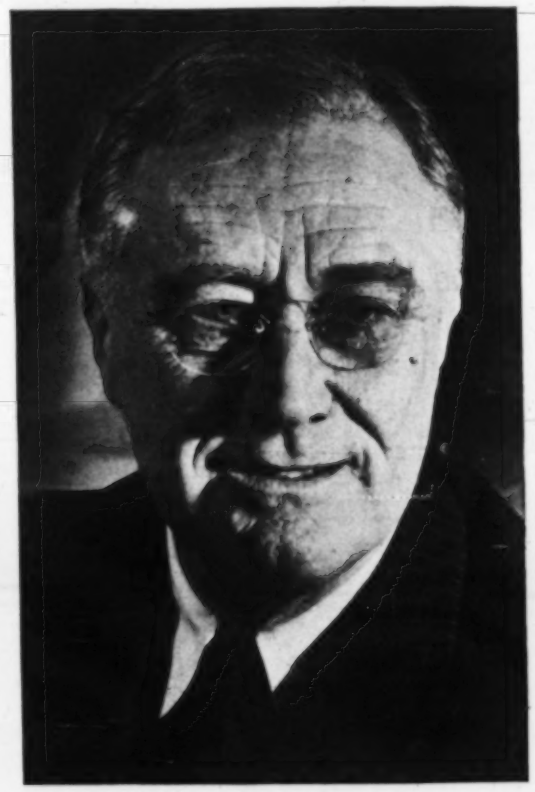
The Advertising Council . . . for Public Service

If you would like to know more about The Advertising Council, this magazine suggests you write to it for a free booklet: 25 West 45th Street, New York 36, N. Y.

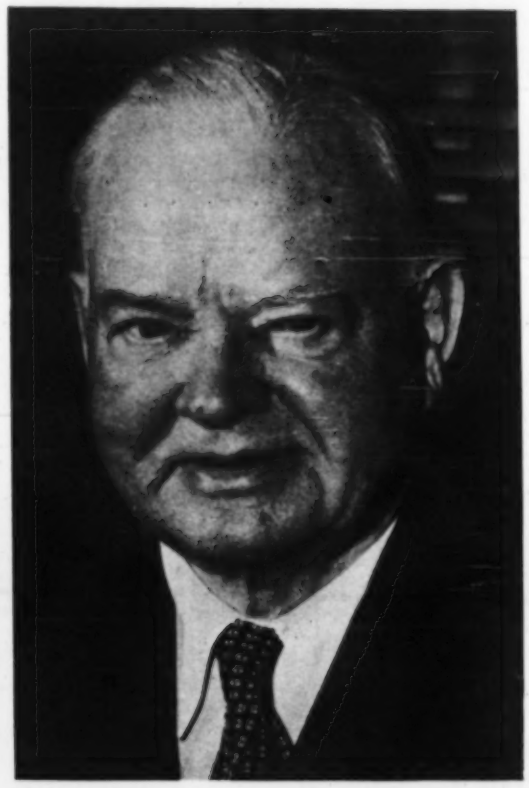
ADVERTISING COUNCIL · PUBLIC SERVICE ·

The Advertising Council

HARRY S. TRUMAN: "Beyond question, the dissemination of wartime information through advertising played a vital part in bringing to the people the story of what had to be done to speed victory. Our problems, unfortunately, did not end with the war, and there will be many vital ones which cannot be solved without the understanding cooperation of the people."



FRANKLIN D. ROOSEVELT: "The voluntary contribution made by advertising men and women under the Council's leadership has been of notable assistance to the Government's wartime information programs. I am gratified to learn that the Council plans to continue its public service, and I hope your work will receive the unqualified support of businessmen."



HERBERT HOOVER: "I congratulate the Council on twenty years' service to the non-partisan purposes of good government. I have had occasion to witness the effectiveness of the Council in raising funds to relieve the famines in Europe and in giving wide publication to the reports of the Commissions on Organization of the Executive Branch of Government."

The Advertising Council, supporting these and many other public service causes with men, materials and money contributed by American business, helps solve more problems and serve more people than any other single private institution.

Forest Fire Prevention

U.S. Savings Bonds

Stop Accidents

Confidence in a Growing America

Aid to Higher Education

Radio Free Europe Fund

American Red Cross

Keep America Beautiful

United Community Campaigns

Mental Health

Religion in American Life

Contribute—Work—Vote

United Nations

Goals for Americans

Guides for Fallout Shelter Sales and Advertising Are Issued by FTC, NBBB, Housing Group

NBBB GUIDES

NEW YORK, Dec. 13—The National Better Business Bureau, in cooperation with the National Home Improvement Council, has issued recommended standards for advertising and sale of family fallout shelters, "to encourage and preserve accuracy and dependability."

Highlights of the list of standards in a seven-page brochure from NBBB:

General: "All advertising statements and sales representations for a fallout shelter should be accurate, free of the capacity to mislead or deceive the consumer and should reveal material facts, the concealment of which might cause readers, viewers, listeners or any prospective purchaser to be deceived. All advertising and sales representations should be consistent with the rules, regulations and recommendations of the Office of Civil Defense, Department of Defense and, where applicable, of official state and local civil defense agencies.

"Advertising and sales representations should be educational and factual, with the basic purpose of serving the public and national interest. Advertising media have an obligation to the public and the nation to insist that copy submitted to them for publication or broadcast meet these requirements, generally, and as more specifically set forth in the following recommendations. Sales organizations and individuals have a like obligation to see that their presentations meet the same requirements.

Minimum Requirements: "No shelter should be advertised, or offered for sale, or sold, as a 'fallout shelter' or as affording protection against fallout, the design of which does not conform to at least the minimum fallout shelter standards established by the Office of Civil Defense, Department of Defense. Submittal by the advertiser of written statement, or photostat thereof, to this effect from OCD, Department of Defense, should be required by media.

Claims denoting government agency: No word, term, symbol, or expression denoting the Office of Civil Defense, Department of Defense, or relating to any other agency or activity of the U. S. government should be used in the name, trade style or other designation of any commercial firm engaged in the manufacture, construction, sale or distribution of fallout shelters.

Claims of government approval: "No firm, nor any sales representative thereof, should claim or imply in advertising, by oral representation, or otherwise, that its fallout shelter is 'approved,' 'endorsed' or 'recommended' by the Office of Civil Defense, Department of Defense, the United States government or any of its agencies.

Blast protection: "Fallout shelters should not be advertised as 'bomb' shelters. No statement should be made in advertising, or otherwise, which has the capacity or tendency to mislead or deceive with respect to the immunity or resistance of a fallout shelter to destruction by nuclear blast or explosion. If any reference is made to blast protection in advertising the limited extent of such protection, as defined by the Office of Civil Defense, Department of Defense, should be clearly disclosed.

"Fallout-proof," "bomb-proof," etc.: "No fallout shelter should be advertised as 'fallout-proof,' 'bomb proof,' 'blast-proof' or by any similar term calculated to create the belief or impression that the shelter is impervious to the effects of nuclear explosion or fallout.

President's name or likeness: "The name or likeness of the President of the U.S. should not be used in any way in the advertising of commercial companies engaged in the sale of fallout shelters or equipment, or of services offered in connection therewith.

Prices: "If the price of a shelter is advertised, it should be the full price of the advertised shelter as constructed and/or assembled and installed. If installation costs are so variable or indeterminate that they cannot be included in the advertised price, the fact that costs of installation are not included and are in addition to the advertised price should be clearly and conspicuously disclosed in immediate conjunction with the advertised price. The advertised price should include the cost of products incorporated in and essentially a part of the basic structure, such as ventilation, but need not include cost of furnishings and accessories a part of the basic structure.

Illustrations: "Illustrations or other depictions of fallout shelters should accurately portray the advertised shelter with respect to size, design, ventability, construction, composition, installation and in all other material respects.

Panic advertising: "Advertising statements, 'horror' pictures or illustrations, or oral representations calculated to create panic or undue fear for the purpose of stampeding prospective purchasers into signing contracts without sufficient investigations first, should not be used.

"Model shelter" scheme: "No fallout shelter should be advertised, offered for sale, or sold by means of misrepresentation or false statement to any purchaser, or prospective purchaser, that the shelter will serve as a so-called 'model shelter' or 'advertising job' or any similar representation, and that the purchaser, or prospective purchaser, will be paid a commission or other compensation for any other sale which the vendor may make in the vicinity, or within any specified distance from the purchaser's home so as to induce the belief that the cost of the purchase of the shelter will thus be reduced or fully paid by such compensation or commission.

Lotteries, chain referral selling: "No chain referral sales plan, or scheme for the distribution of prizes, premiums, or gifts by lottery, should be used in the advertising, sale or offering for sale of fallout shelters.

Bait advertising: "No fallout shelter should be advertised or offered for sale when the offer is not a bona fide effort to sell the shelter so advertised or offered at the advertised price, i.e., when the offer is not made in good faith for the purpose of selling the advertised shelter, but is made for the purpose of contacting prospective purchasers and switching them to a shelter other than as advertised. Evidence of such purpose would include the refusal to sell the advertised shelter, disparagement of the advertised shelter, or refusal to deliver, install, or construct the advertised shelter within a reasonable period of time.

Guarantees: "Advertising of fallout shelters should not contain representations that a shelter is 'guaranteed' without clear and conspicuous disclosure of (1) the nature and extent of the guarantee, and (2) any material conditions or limitations in the guarantee which are imposed by the guarantor, and (3) the manner in which the guarantor will perform thereunder, and (4) the identity of the guarantor. #

FTC GUIDES

WASHINGTON, Dec. 12—The Federal Trade Commission has issued a 15-point "guide" to avoid deception in advertising of fallout shelters.

Bryan H. Jacques, director of FTC's bureau of industry guidance, said the guides give both the manufacturers and sellers of fallout shelters and the public detailed notice of what advertising practices the commission considers to be "illegal." He warned that advertisers who fail to comply will be subject to formal action.

The FTC guides define such terms as "fallout," "blast-resistant," and "limited blast-resistant"; they outline the conditions which limit such phrases as "government approved," "guaranteed," "custom built," etc.

■ A summary of the guides follows:

1. Fallout and blast protection. No structure shall be described as a "fallout," "blast-resistant," or "limited blast-resistant" shelter unless it meets the applicable minimum requirements specified in the guide. In addition, these terms may not be used to designate any shelter without a clear and conspicuous disclosure of the limits of protection afforded. Claims which imply absolute or complete protection from fallout or blast are forbidden.

2. Installation. Advertising shall disclose affirmatively that a shelter must be properly installed before it can provide protection. Also, no claims shall be made that a shelter can be installed in one day or in any other period of time, unless such is a fact. Statements which deceptively exaggerate the ease or economy with which a shelter can be installed are prohibited.

3. Affirmative disclosure as to capacity. Advertisements which refer to size or capacity, such as use of the word "family," must clearly and conspicuously disclose the number of persons the shelter will protect.

4. Pictorial and other misrepresentations. Advertisements shall not include pictures or other representations which would be misleading in any material respect, such as the protection afforded by a shelter, its size, composition, construction, design, capacity, cost or manner of installation, fire or water resistant properties, location, or utility. In addition, all construction items featured in a picture must be included in the price stated in the advertisement.

5. Deceptive prices. Quoted prices shall include the cost of all parts of the structure which are essential to its function as a shelter. They also shall cover all delivery and installation charges, unless the advertisement clearly and conspicuously states that these services are not included. In addition, no statement shall be made which misrepresents prices or savings in any way.

6. Financial terms. Instalment purchase plans shall not be misrepresented. In addition, advertisers are prohibited from falsely claiming that loans from any lending institution are available or that such loans may be insured by the Federal Housing Administration. Also, if carrying charges are to be added to the advertised price, this fact must be clearly and conspicuously discloses.

7. Guarantees. A guarantee shall not be used in such a manner as to constitute a misrepresentation of a material fact. For example, the claim "guaranteed fallout proof" falsely implies that a shelter affords complete protection against fallout under all conditions, and thus is prohibited.

8. Government connection, approval or endorsement. A shelter which meets the minimum requirements of the Office of Civil Defense may be advertised as such. However, no representation shall be made that the shelter has been approved or endorsed by the government or is being offered by an agency of the government.

9. Maintenance or repairs. No statement shall be made which falsely represents the extent of maintenance, repairs or replacement of a shelter or of any part which may be required.

10. Custom made, custom built, etc. Such representations as "custom made" or "custom built" shall not be used unless the shelter is designed and built especially for the particular purchaser.

11. Model shelters. Claims that prospective purchasers' homes have been selected for the installation of "model shelters" (at reduced prices, etc.) are prohibited unless true.

12. Combination or dual-purpose shelters. Claims that a shelter serves a combination or dual purpose shall not be made unless true. However, if a shelter can be utilized for other purposes which would not interfere with its use as a shelter, factual and nondeceptive representations as to such other uses may be made.

13. Bait advertising. No shelter shall be advertised for sale unless the offer is a bona fide one. Advertising made for the purpose of contacting prospects and switching them to another shelter is not permitted.

14. Lottery scheme. Sales promotional plans involving lottery or other schemes of chance are forbidden.

15. Scare tactics. Scare tactics, such as the use of horror pictures calculated to arouse unduly the emotions of prospects, are prohibited. #

'Observer' Names SB&F

National Observer, the new Dow Jones & Co. Sunday newspaper that will bow Feb. 4, has appointed Story, Brooks & Finley to represent it in the South, Southwest, Pacific Coast and in the Caribbean, effective Jan. 1. Eight of Story, Brooks' salesmen will sell *Observer* space out of offices in Atlanta, Miami, Los Angeles and San Francisco. The *Observer's* own staff will handle eastern and midwestern sales out of New York and Chicago.

Like its sister publication, the *Wall Street Journal*, the *Observer* will use six wide columns instead of the narrower, conventional eight. It will be printed as a single section of no more than 32 pages. O. Quintin DiMaria, advertising manager, said the newspaper has received a "large number of firm orders," but to date, the *Observer* has released no advertising rates.

McKeehen Joins Pacific

Donald W. McKeehen, formerly with KREM, Spokane, has joined Pacific National Advertising Agency, Spokane, as an account executive. The agency has also been named to handle advertising for the 1962 Portland Home Show and Paul's Cheesecake Co., Seattle.

Brown to Container Corp.

Ames Brown Jr. has joined Container Corp. of America, Chicago, as director of design, advertising and public relations, a new post. Mr. Brown formerly handled special assignment for Harvard Business School.

MASTER BLENDING—*Kentucky Club Tobacco Co., Wheeling, W. Va., has launched a series of 748-line b&w newspaper ads in 44 major markets, taking the smoker behind the scenes with on-the-job photographs of master blending. Charles W. Hoyt Co., New York, is the agency.*

ARB Suspends Overnight Arbitron; Seeks to End Leaks

BELTSVILLE, MD., Dec. 12—American Research Bureau's overnight Arbitron network tv rating service, started last fall for a 26-week test, will be discontinued Dec. 23 except on a special order basis.

James W. Seiler, director of ARB, said the problem is neither a technical difficulty nor a lack of acceptance by researchers but is one of plugging "security leaks." Most of the network support for the service had come from CBS-TV, which exercised its right to cancel at the end of the first 13 weeks. ABC-TV had bought some data covering new show debuts. CBS-TV reportedly canceled the service because that network did not like the idea of the non-subscribing network (NBC, which had several rating hits this year) capitalizing on data it didn't pay for.

Strongest selling point for this overnight service was that it aided advertisers, agencies and networks in making speedier program decisions than possible under the slower audience reaction reporting systems. The figures will continue to be made available on a "confidential" special order basis.

■ Mr. Seiler now is trying to find a way to plug the security leaks and to get full network support for the service, preparatory to the resumption of a regular reporting schedule in the fall of 1962. #

Aunt Jemima Sweepstakes Planned in January

Quaker Oats Co., Chicago, will use color pages in January issues of *Family Weekly*, *This Week Magazine* and several independent supplements to promote a sweepstakes contest for Aunt Jemima pancake mixes, featuring Caribbean cruises for the winners. Entry blanks have been packed inside some 10,000,000 specially marked packages of pancake mix. A similar contest for grocers is being promoted through trade publications. J. Walter Thompson Co. is the agency.

George Norris Joins Wesley

George B. Norris, formerly an account executive of Ted Bates & Co., has joined Wesley Associates, New York, as supervisor of the Shulton toiletries account.

in 1961 they turned...

to young adult radio

We certainly did it in 1961: increased our 1960 sales by 30%.

Chalked up the biggest ABC Radio year since 1956.

Yes, 1961 was the year that the Young Adult concept really came on and took hold.

1961 was the year that we aired more than 1500 hours of Young Adult programming.

We spent more for programming and sold more than 90 national advertisers on "Flair," "The Breakfast Club," News, Sports, Special Events.

1961 was the year that we broke the record; reached the biggest commercial audience in advertising history; 61,000,000 listeners for our exclusive coverage of the Patterson-Johansson fight.

1961 was the year that Young Adults and ABC Radio did each other a good turn.

A very good turn for you in '62. **ABC RADIO**

FIRST WITH YOUNG ADULTS

Coming Conventions

(Listed Alphabetically)

Advertising Age, 5th annual creative workshop, Palmer House, Chicago, July 31-Aug. 3.

Advertising Assn. of the West, 59th annual meeting, Denver-Hilton Hotel, Denver, June 23-27.

Advertising Federation of America, midwinter legislative conference, Statler-Hilton Hotel, Washington, Feb. 7; 5th district, Shawnee Hotel, Springfield, O., March 22-24; 4th district, Robert Myer Hotel, Jacksonville, May 10-12; 9th district, Denver-Hilton Hotel, Denver, June 23; 58th national convention, Denver-Hilton Hotel, Denver, June 23-27; 1st district, New Ocean House, Swampscott, Mass., Sept. 23-25; 3rd district, Hotel Columbia, Columbia, S.C., Oct. 18-20.

Advertising Research Foundation, eighth annual conference, Hotel Commodore, New York, Oct. 2.

American Assn. of Advertising Agencies, Southwest Council, Shamrock-Hilton Hotel, Houston, Feb. 14-16; annual convention, Greenbrier Hotel, White Sulphur Springs, April 26-28; central regional meeting, Ambassador West, Chicago, Oct. 17-18; western regional meeting, Hawaiian Village, Honolulu, Oct. 22-25; eastern regional conference, Biltmore Hotel, New York, Nov. 13-15.

American Marketing Assn., annual winter conference, Biltmore Hotel, New York, Dec. 27-29.

American Newspaper Publishers Assn., annual convention, Hotel Waldorf-Astoria, New York, April 23-26.

American Women in Radio and Television, national convention, Sheraton-Chicago Hotel, Chicago, May 3-6.

Associated Business Publications, winter conference, Roosevelt Hotel, New York, Jan. 31; annual publishers meeting, Homestead, Hot Springs, Va., May 6-9.

Assn. of National Advertisers, spring meeting, Commodore Hotel, New York, May 20-22; annual meeting, Homestead, Hot Springs, Va., Nov. 8-10.

Assn. of Railroad Advertising Managers, annual meeting, Knickerbocker Hotel, Chicago, May 5-12.

Bureau of Advertising, American Newspaper Publishers Assn., annual meeting, Waldorf-Astoria, New York, April 23-26.

Business Publications Audit of Circulation, 30th annual meeting, Drake Hotel, Chicago, Feb. 15.

Direct Mail Advertising Assn., West Coast conference, Fairmont Hotel, San Francisco, April 25-26; 45th annual convention, Sherman Hotel, Chicago, Sept. 11-14.

Inland Daily Press Assn., winter meeting, Drake Hotel, Chicago, Feb. 18-20.

International Advertising Assn., 14th World Congress, Sheraton-Chicago Hotel, Chicago, April 17-19.

Magazine Publishers Assn., regional meeting, Drake Hotel, Chicago, Feb. 7.

National Advertising Agency Network, annual meeting, Dorado Beach Hotel, San Juan, Puerto Rico, June 27-July 2.

National Business Publications, annual spring meeting, Boca Raton Hotel & Club, Boca Raton, Fla., March 11-15.

National Federation of Advertising Agencies, annual management conference, Hollywood Beach Hotel, Hollywood, Fla., May 3-8.

Newspaper Advertising Executives Assn., annual meeting, Edgewater Beach Hotel, Chicago, Jan. 21-24.

Newspaper Advertising Executives Assn. of the Carolinas, Hotel Sir Walter, Raleigh, N.C., Feb. 16-17.

Point-of-Purchase Advertising Institute, national members meeting, Summit Hotel, New York, May 9-11.

Western States Advertising Agencies Assn., annual conference, Oasis Hotel, Palm Springs, May 9-12.

Fellows Scholarships Set

Assn. of Professional Broadcasting Education, Washington, will award two Harold E. Fellows scholarships of $1,100 each during the 1962-'63 term. The scholarships were established by the National Assn. of Broadcasters in memory of its 16th president, who died in office in March, 1960. Employes or the children of employes of radio or television stations or networks which are members of the NAB are eligible for the scholarships.

Chevrolet Names Hazzard

Chevrolet division of General Motors Corp. has retained Genevieve Hazzard as counselor for its owner relations department. Miss Hazzard will also continue as an account executive with Campbell-Ewald Co., Chevrolet's agency. She will conduct a series of meetings throughout the country for women Chevrolet owners.

Olian Names Exec Group

Olian & Bronner, Chicago, has appointed a five-man executive committee. Members of the committee are Bob Singer, senior vp and account supervisor, chairman; Elmer Silha, vp and account executive; Robert C. Bullen, vp and creative director; Robert Berman, radio-tv director and account executive, and Perry Thomas, account supervisor.

Newspaper Ad Tips Offered

"Let's Make Newspaper Advertising More Profitable," a 16-page booklet designed to help retailers improve their newspaper ads, is available from Fashion Topix, Box 877, Inglewood, Cal., for $1.

Two Appoint Rives, Dyke

Rives, Dyke & Co., Houston, has been named to handle advertising for Gulf Publishing Co., Houston, and Great Southern Life Insurance Co., Houston.

Now...reach the CREAM of today's farm market

DOANE'S

BUSINESS MAGAZINE FOR AMERICAN AGRICULTURE

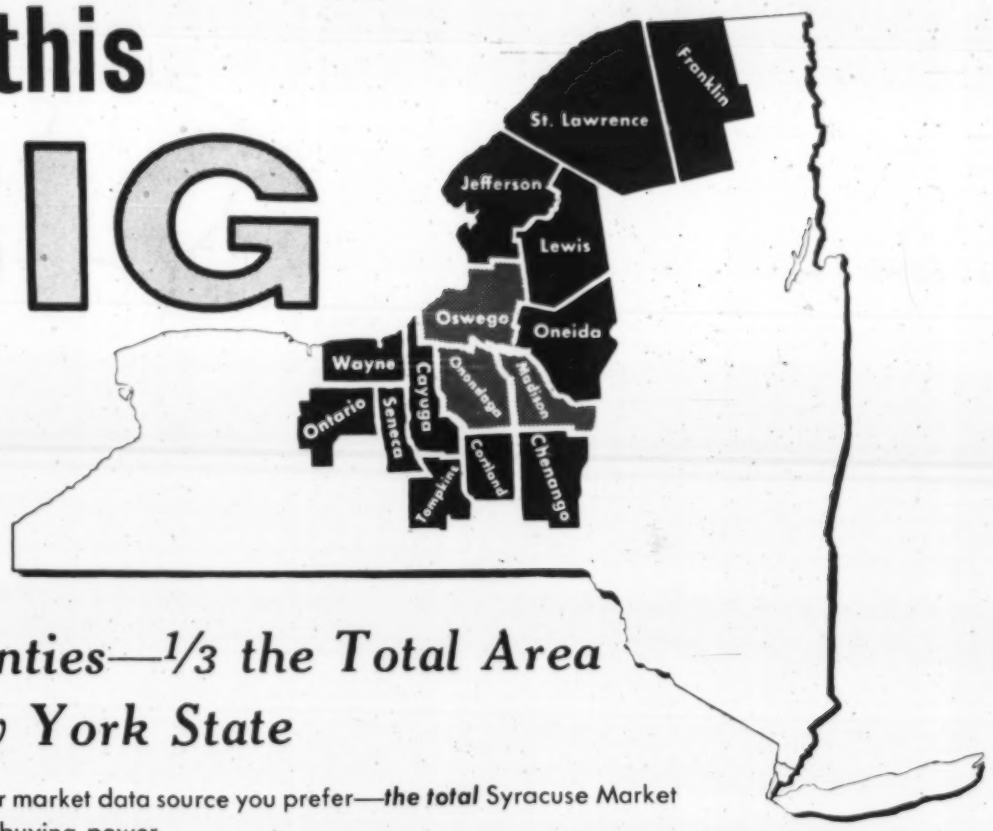
- **50,000 circulation**
- **National distribution . . . split runs available**
- **Published by Doane Agricultural Service, Inc. . . . recognized leader in farm management, appraising, research, and agricultural writing.**

For rate card and full data, call nearest representative

ST. LOUIS	CHICAGO	NEW YORK	LOS ANGELES	MINNEAPOLIS
J. A. Neal	Phillip C. Miller	Billingslea & Ficke	Charles S. Meister Co.	Dean & Slaughter, Inc.
5144 Delmar	2435 No. Halsted	420 Lexington Ave.	2252 W. Beverly Blvd.	502 National Bldg.
FOrest 1-2800	WEllington 5-3910	LExington 2-3667	DUnkirk 8-7115	FEderal 3-2229

Issued at mid-month. Closing date is 10th of preceding month.

The *SYRACUSE MARKET is this BIG



15 Counties—1/3 the Total Area of New York State

Check whatever market data source you prefer—***the total*** Syracuse Market is loaded with buying power.

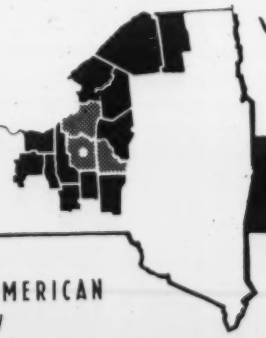
And ***when you think of the Syracuse Market*** . . . THINK OF ALL OF IT! Fifteen counties—one-third the total area of New York State. There's only one effective way to sell ALL of the Syracuse Market: The Syracuse Newspapers. They deliver 100% of Syracuse and Onondaga County; up to 90% coverage of the newly established three-county Syracuse Metropolitan Area . . . PLUS . . . up to 76% in the 12 surrounding counties which comprise the TOTAL SYRACUSE MARKET.

No Other Combination of Media in the Area Will Do a Comparable Job at a Comparable Cost.

AMERICA'S * Best TEST MARKET

Represented Nationally by Moloney, Regan & Schmitt

FULL COLOR AVAILABLE— DAILY AND SUNDAY



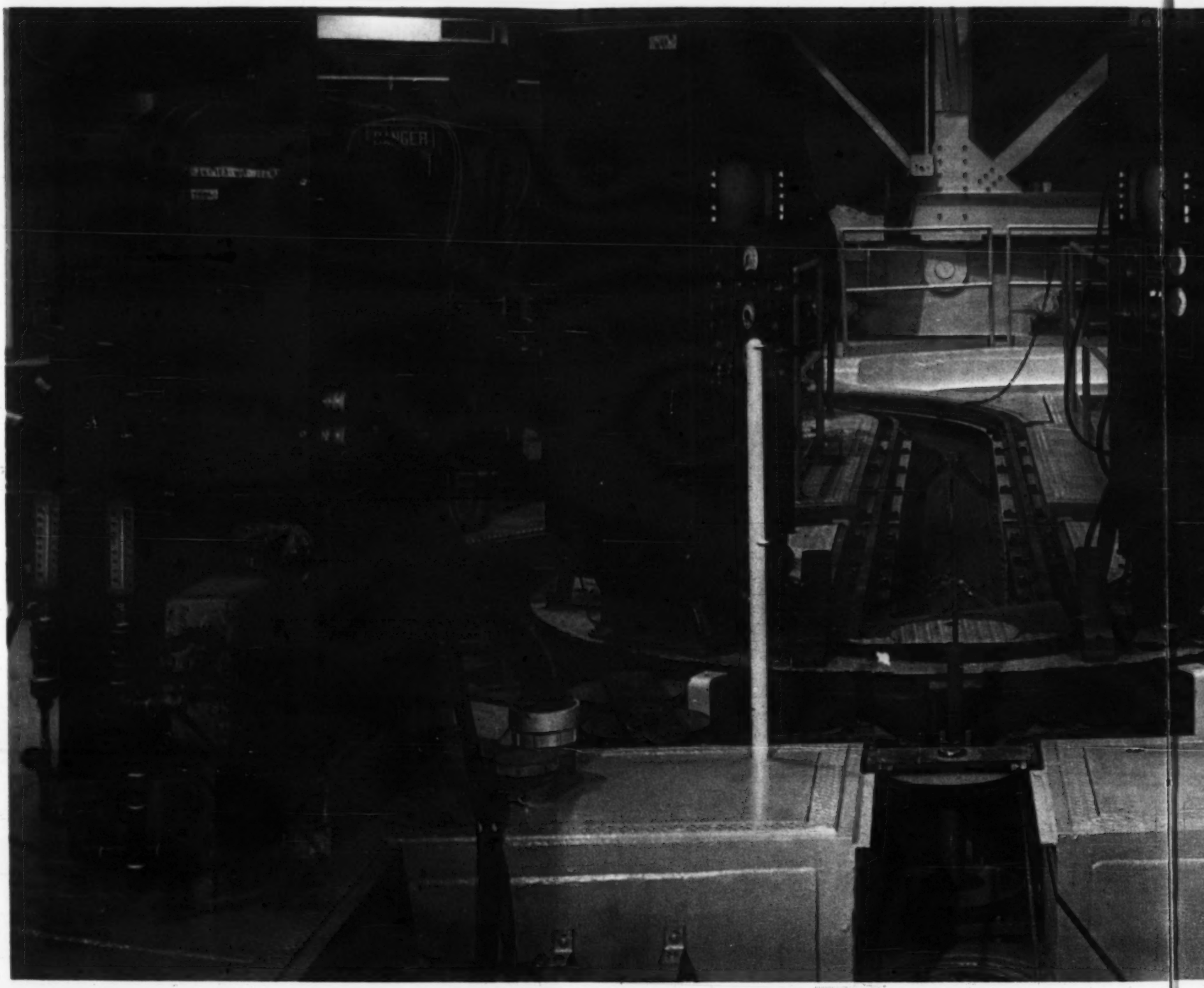
When you think of the Syracuse market — Think of ALL of it!

the SYRACUSE NEWSPAPERS

HERALD-JOURNAL & HERALD-AMERICAN
Evening Sunday

THE POST-STANDARD
Morning & Sunday

CIRCULATION: Combined Daily 230,692—Sunday Herald-American 210,123—Sunday Post Standard 102,588



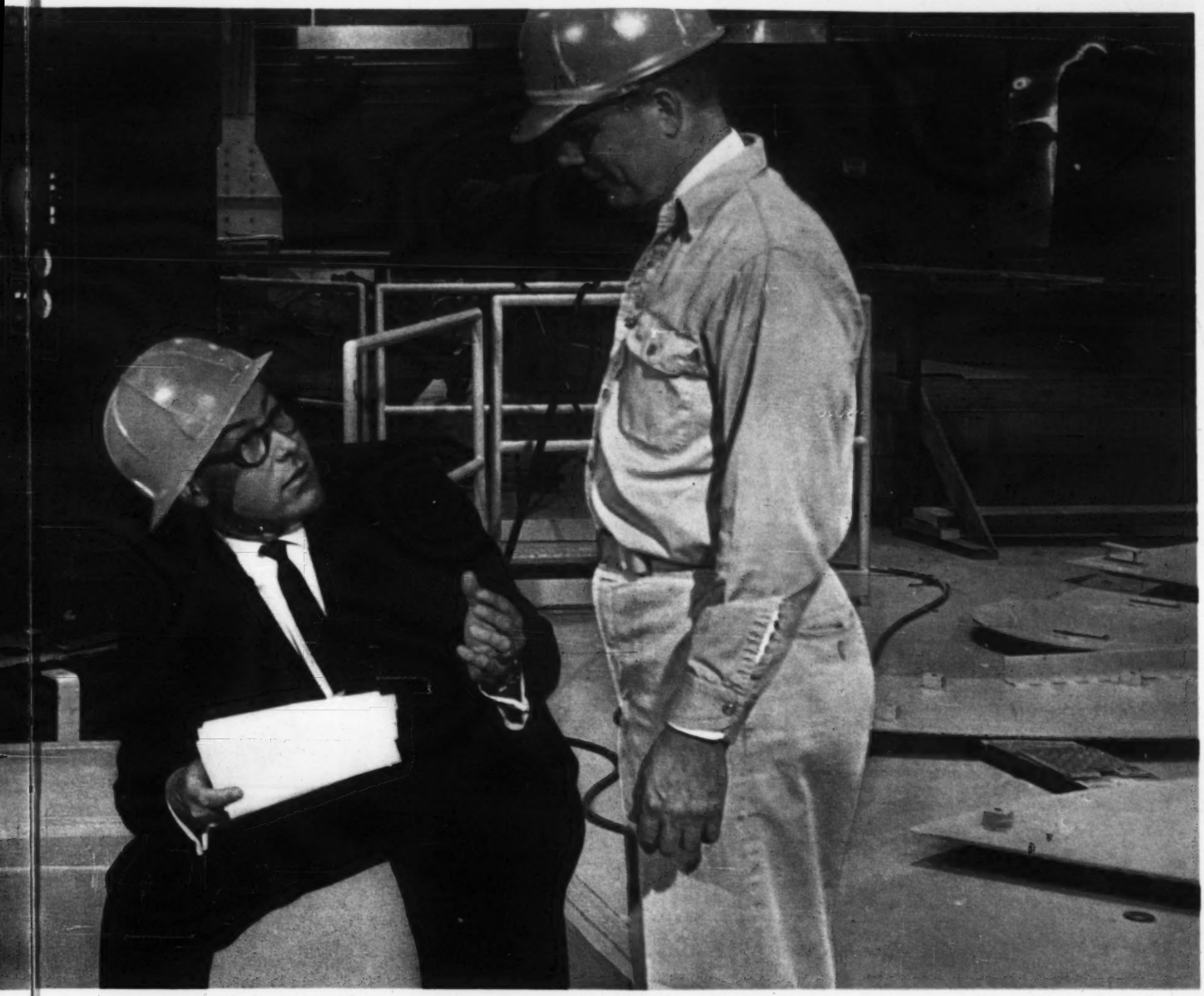
With the core of the atomic reactor being readied for loading, Richard H. Freyberg, general superintendent of the Indian Point plant, fills in Chuck Hochgesang, left, on details. In the background,

Watching the atom become a kilowatt

Ever since the Manhattan Project first loosed the atom's might, power men everywhere have looked to the day when competitively priced electric power would be furnished by nuclear means. Progress has been steady. But there is still some distance to go.

As each chapter of the adventure unfolds, ELECTRICAL WORLD is on hand to supply the facts to the large and interested audience.

A case in point is the nuclear power plant at Indian Point, Buchanan, N.Y., expected to "go critical" soon. For Chief Editor Charles F. Hochgesang and the EW staff it will mark a milestone in a continuing effort. The



two fuel loading mechanism control panels stand on a manipulator above the reactor vessel 30 feet below. The loading, by remote control, will be observed on the television screens on the panels.

McGraw-Hill publication was first with the announcement of the project in 1954 and has furnished readers a play-by-play account since.

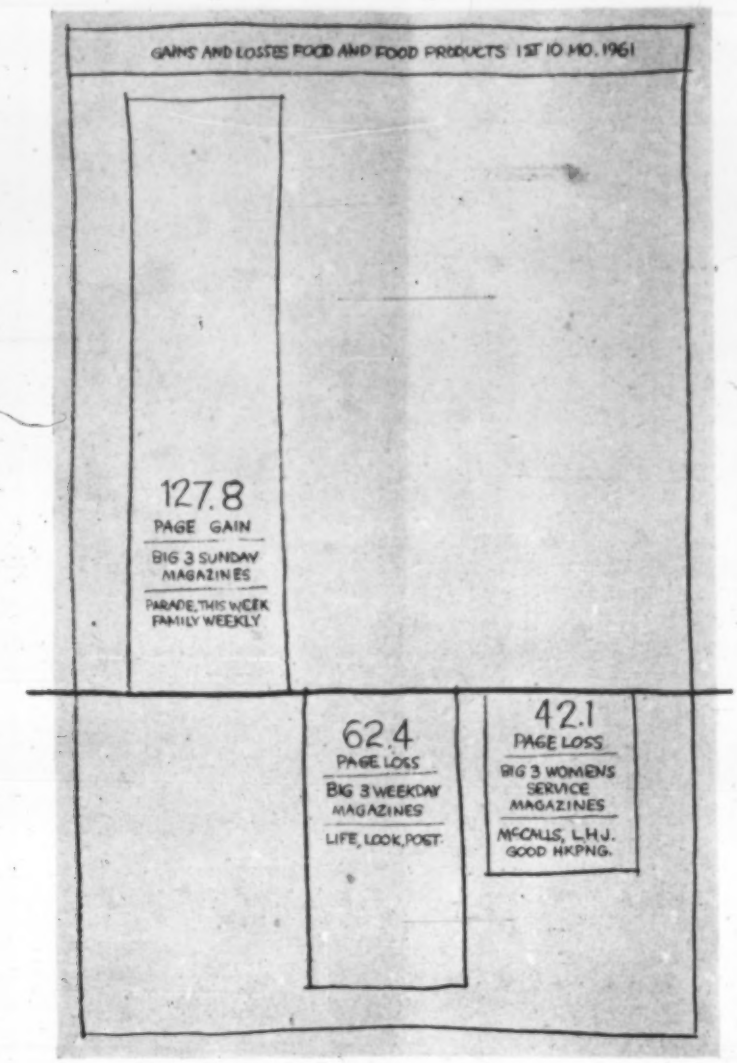
The story's implications are broad. Indian Point is the first full-scale nuclear power installation in New York State and only 35 miles from Times Square. What will Consolidated Edison's operating experience prove to be? How much load will Indian Point carry, and at what cost? Utility managements will be waiting for Chuck Hochgesang and his staff to provide continued coverage.

Chuck brings an electrical engineer's background to the job. He started with General Electric in 1943, and worked on gaseous diffusion separation plants at Oak Ridge, Tenn., and construction of plutonium reactors at Hanford, Wash., until 1948. For the next nine years he was designing heavy power facilities for Bechtel Corp. He joined McGraw-Hill in 1957 as EW's Western Editor and came to New York i 1959 as Chief Editor.

Coverage of the Indian Point story—expert and in depth—is the kind of coverage that has prompted more than a million key men in industry to pay to read McGraw-Hill business publications. No wonder advertisers select these publications as a powerful medium to cover their major markets.

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC. · 330 WEST 42nd ST., NEW YORK 36, N. Y.



there's a new trend in the making and it points to Sunday magazines

Food advertising is a sensitive index of media performance because food ads usually produce results quickly. The checkout counter tells the story.

So it is significant that in the first ten months of this competitive year, the three major syndicated Sunday magazines went ahead a whopping 27 per cent in food advertising. (In PARADE alone, food advertisers invested more dollars than in the Post or Look or Good Housekeeping.) Why the switch? Consider these three facts:

1. The Big 3 Sunday magazines reach more than half the families in counties doing 59 per cent of total retail sales. (The figure for the three weekday magazines is 8%, for the three women's service magazines 1%.)

2. They reach these families at the economy rate of $3.98 per thousand for a 4-color page (vs. $6.95 for the weekday magazines, $5.54 for the monthlies and $3.85 for PARADE alone.*)

3. Sunday magazine advertisers talk directly to their dealers' customers in the same newspapers their dealers use for their own advertising (in 69 key markets through PARADE).

It all adds up to this: If you want to move merchandise by the gross, the ton, the carload, your 1962 advertising schedule should begin with Sunday magazines...and any Sunday magazine schedule will give you the best distribution at lowest cost when it begins with PARADE.

*Costs per thousand based on latest announced 4-color page rates and on latest circulation statements—either ABC or guarantee, whichever is larger.

PARADE

THE SUNDAY MAGAZINE OF STRONG NEWSPAPERS ALL OVER AMERICA

Advertising Age

Feature Section

Ford Makes a 'Fresh Start'—Peeled Eye

Check Your Perception with Biz Quiz

Capitalize on Small Size—Groesbeck

VW Goes to Court for Trademark

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

McMahan on TV Commercials . . .

Toys Crowd Santa's Pack: Television's $10,000,000 Jack-in-the-Box

Next month, this column will review the "Best of '61" in tv commercials—top marketing successes, top writing and production techniques. Agencies and advertisers who have significant commercials for consideration are invited to submit a 16mm print, a photo and pertinent data, by Dec. 31, to ADVERTISING AGE, *200 E. Illinois St., Chicago 11, Ill.*

Santa Claus never had it so specific. Little girls didn't just write for "a doll." No. They asked for a "Kissy Doll," a "Barbie Doll" or a "Miss Ideal."

And boys didn't sit on a red-panted lap and whisper for a "toy train." No, they wanted a "Lionel Satellite Train" or a "Tonka Truck" or a "Robot Commando."

Ten million dollars in tv advertising (up nearly 50% from 1960) had blazed the specific brand names into the minds of youngsters even too young to spell out the letters.

Tv could take the credit . . . and the blame.

Here, in five years, the toy makers had added $8,000,000 to their tv ad budgets—and the gross had jumped like a jack-in-the-box by more than $650,000,000. From $2,000,000 to $10,000,000; from $1.3 billion to $2 billion.

The toy business was no longer kid stuff.

■ Santa Claus still has a week to go, but in the madness of this final week even these estimates looked conservative. No one in Toyland had ever seen anything like it.

And it could have been a mess. Cramming all this advertising from one category into such a short space of time was risky. Some stations ran one toy commercial after another, scarcely five minutes apart. Local personalities sometimes got a bit too enthusiastic. And stores that loss-leadered with short stock (more often than not, in the newspapers) came in for censure.

But the question of whether the industry could self-police its own commercial content—after flagrant abuses in 1960—was favorably answered. By and large, the commercials were better than ever.

■ They should have been. Enough committees were watching. The toy industry had a code. The FTC had a look. There was the Four A's-ANA joint committee on disjointed advertising. Marie Torre. The New York City department of weights and measures (actually!). And

Ideal's doll . . . "Kissy" puckers up and osculates.

By Harry W. McMahan

Ideal's "Robot Commando" . . . a chuckle at its semi-scary spoof.

Remco "Johnny Reb Cannon" . . . well staged.

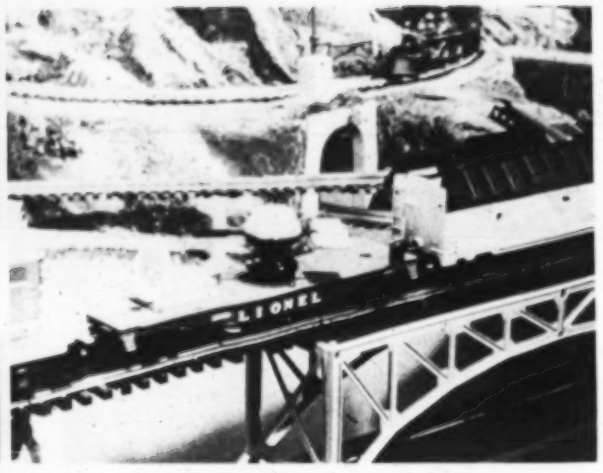
Gilbert's Erector "Rocket Launcher" . . . told an exciting story.

CHATTY CATHY—*Top-selling high-priced doll in 1960-61 was Mattel's "Chatty Cathy." It sold 800,000 at a list of $17.95 its first year. Mattel led toy makers with the 52-week-a-year tv concept and the sponsorship of individual programs.*

MR. MACHINE—*Still going strong in '61, this toy proved to be the hot one of the 1960 Christmas season. With a list of $11.95, it sold 400,000 in four months. Now, a flash scene of "Mr. Machine" is inserted in many Ideal commercials to remind both dealers and young customers of this success.*

Ideal's "Photographer's Model" . . . takes a permanent.

Tonka Toys . . . good selling for Santa.



Lionel's "Satellite" . . . boys ask for it.

Lionel's "Famous Inventor" . . . intrigues the serious.

Transogram's "Race-a-Car" . . . more good selling.

the television code review board of the National Assn. of Broadcasters. Everyone but Mr. Clean was there to scrub 'em up.

Here at the Old Greenwich tired tube and loose sprocket reviewing committee, my fellow members, Steve, 7, and Chris, 4, clocked about 64 toy commercials in the last three months.

(Incidentally, don't ever chair a committee like that. It's expensive. You should see their notes to St. Nicholas!)

But I must say all three of us were impressed. The tv toy ads were lots of fun this year. Imaginative. Informative. Exciting. And most of 'em aware that we're amidst a sharper, more hep generation of tv-wise kids today. Few commercials "talked down."

Chris surprised me by picking "Robot Commando." He'd hold his breath, then break into a chuckle at its semi-scary spoof. And he liked the Lionel "Sheriff & Outlaw" train with see-saw figures shooting it out on top of the freight cars. Me, I liked it for camera angles, too.

Steve, more serious, was more intrigued with the Milton Bradley games and Lionel's "Famous Inventor" series. He liked Mattel's "Detective Set" and would like to pit the Marx "Giant Bulldozer" against Chris' "Robot Commando."

Just before the battle, Mother . . .

Carol, 13, passed judgment on the doll section. Vote went to "Barbie" and "Ken," the Mattel dress-ups, and the Ideal "Photographer's Model" with more of the dress-up angle and hair that can be given a permanent. It figures . . .

Steve said the heck with dolls. But Chris and I liked "Kissy," Ideal's doll that puckers up and osculates.

■ There were good production values throughout the 64 commercials checked. Obviously, much thoughtful writing had gone into the 1961 work.

Ideal (Grey) had most of its commercials in color, well done. Mattel (Carson/Roberts) used much imagination—without distortion—in staging a fine portfolio. Marx (Bates) stomped a bit hard on its "M-A-R-X spells Marx—world's largest toy maker" but generally did an efficient job.

"Johnny Reb Cannon" for Remco (Webb Associates) was well staged with junior Civil War soldiers. Gilbert's Erector (Banning Repplier) also told an exciting story.

Many others, too, did a good job for Santa Claus (Dancer, Prancer & Blitzen). Transogram, Hubley, Tonka, Hasbro, American Doll . . .

The toy industry will still get plenty of criticisms from tired viewers and overspent parents—and from media, envious of this remarkable marketing job only television could accomplish with this age group.

But from this quarter, congratulations!

As one who used the word "disreputable" in a review of toy commercials last year, let me point out the strides made by this one segment of the tv business in one year of self-policing.

Let the drug business, for instance, take heed . . .

■ While the learned committee was in session, I got their expert advice on other favorite commercials. Oddly enough, the toy field had had virtually no cartoons this year. So I probed this area.

Steve and Chris came up with a fast vote for "Charlie Tuna," Star-Kist's new series. This rather surprised me, as I had some misgivings on this cartoon doing a selling job for a food product.

But these kids are the tuna experts and the latest pantry check reveals they won their point with Mom, too.

"Charlie" is sort of a Phil Silvers type, always wanting to make "the big time" and be a Star-Kist tuna. But always thwarted. Tom Rogers, Bob Wickersham and Don Keller at Burnett created the series. Warner Bros. produced.

■ Carol, who's more the doll type, anyway, put in her vote for two of the new Quaker Oats series. Without a doubt, these are "dolls"—three youngsters who are charmers for human interest. Superb photography and handling of both kids and food.

Compton, Chicago, is the agency. EUE, New York, produced.

Carol's vote in the cartoon field went

BUSINESS WEEK
A McGraw-Hill Publication
Capital spending for '62: up 4%
Page 70
Below: One successful rail merger behind him, Norfolk & Western's Stuart T. Saunders is rolling smoothly to another [Transportation]
517
IN

What happens before it's opened?

Something important happens *before* a publication is read.

It's a psychological fact of life called *apperception*. It's the state of mind a reader *brings* to his publication—the *expectation* that influences, colors, and intensifies his reactions to both the editorial pages and the advertisements.

Recently, Daniel Yankelovich Associates made a study to learn what readers of BUSINESS WEEK and of each of five other business and news publications *expected* to find in the publications they read regularly.

More BUSINESS WEEK readers *expected* to find "helpful, practical, problem-solving" advertisements than did the readers of any other publication. More expected to use BUSINESS WEEK as a *buying guide to products and services*.

In addition, its readers "apperceived" that BUSINESS WEEK was addressed to them in their *management* role . . .

. . . that the advertising would be *meaningful* to them.

. . . that the advertisers would be companies of *stature*, with quality and value in their products.

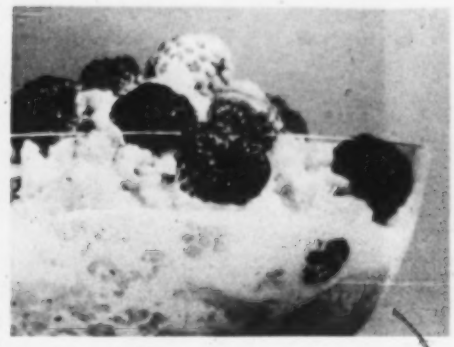
. . . that there is a "unity of purpose" in BUSINESS WEEK editorial and advertising, and that they would be able to make *practical use of both*.

All this—*before* the BUSINESS WEEK cover is opened—*before* a single word is read.

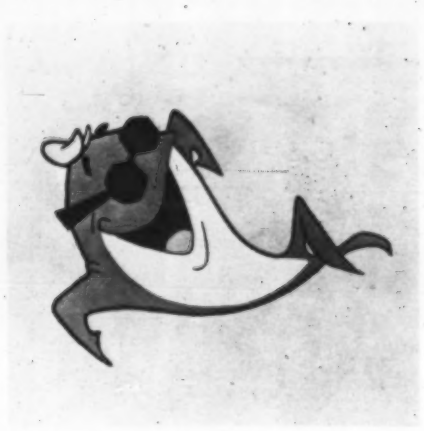
Obviously, BUSINESS WEEK has an *image* among its readers, an image of usefulness that is unique among all general, general-business, and news publications.

For an advertiser who wants an audience *looking* for information, shopping for products and services, ready and able to make buying decisions, BUSINESS WEEK may be the most *useful* magazine on any schedule.

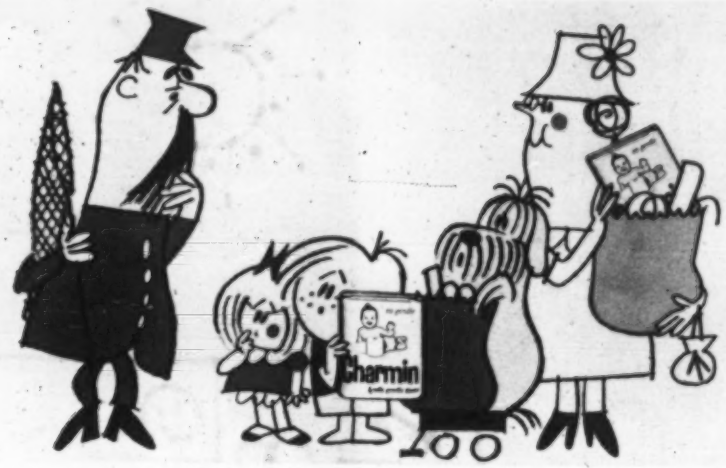
If you have not yet seen the apperception study, it's called "As Their Readers See Them," and is now available from your BUSINESS WEEK District Manager, or from BUSINESS WEEK, 330 West 42nd Street, New York 36, New York.



Quaker Oats



Star-Kist tuna



Charmin

Polaroid

to her second love, a dog. "A Dog Named Gentle," one of the new series for P&G's Charmin, is a delightful story handling the difficult subject of tissue.

Jim Haines of Benton & Bowles wrote, with Ray Favata doing a charmin' design job for Gryphon Productions, New York.

■ The committee adjourned with a vote to get a Polaroid camera as a family Christmas present. Influencing factors: The integrated commercials with the Marquis Chimps on "The Hathaways," and—for the chairman's part—a brilliant job of integration on the "Leave It to Beaver" show.

A comment on one of the latter: Here is one of the best-cast commercials I have ever seen. The first half-minute is nonverbal. The cast—remember, already established in the show—are in an interesting, provocative situation in which the camera is a key part. Transition from the show: Perfect. Commercial impact: Tremendous.

Doyle Dane Bernbach is the agency; Don Trevor's department. Screen Gems produced.

As an old Graphic and Rollie fan, I was a long time being converted to Polaroid. This did it. We bought.

■ And a Merry Christmas, completely developed in 10 seconds, from the Old Greenwich tired tube and loose sprocket committee. #

What's Doing on the Legal Front . . .

Court Restricts Unauthorized Dealer's Use of Volkswagen Name and Trademarks

By Sidney A. Diamond
Member of the New York Bar

The extent to which a retail dealer can associate himself with the good will of a manufacturer's trademark is a constant problem in marketing. The trademark or brand name is physically part of the product, so there can be no real question about the legal right of the dealer to use the manufacturer's name and trade symbols in advertising that he has the genuine product for sale. However, even this simple statement is limited by considerations of fair dealing; for example, a dealer in rebuilt appliances may not use the trademark of the original manufacturer in such a way as to create the impression that he has the new, factory-built product in stock.

Sidney A. Diamond

The problem becomes most acute in industries where dealers are expected to render specialized service. Manufacturers naturally prefer to select the particular retailers who will be authorized to handle their products. Can the manufacturer do anything to restrict the use of his trademark by other dealers who acquire stocks of the genuine article?

Some light has been shed on this difficult and controversial topic by a federal judge in Colorado, who issued an injunction against a Denver car dealer limiting his use of the Volkswagen brand name and the familiar VW monogram. The court action was filed jointly by Volkswagenwerk G.m.b.H. (the German manufacturer) and Volkswagen of America Inc. (the exclusive American distributor).

The evidence showed that Volkswagen of America Inc. operates through regional subdistributors, who in turn issue authorizations to selected retail dealers. The Volkswagen companies have the right to veto any dealer, and the dealership contracts themselves contain termination clauses. The court was satisfied that this system was designed to protect the good will of the Volkswagen companies. Apparently, there was no suggestion here (as there has been in other cases) of any impropriety in the extent of vertical marketing control down through the distributor-dealer structure.

■ The target of the case was a dealer on South Broadway in Denver. He never was an authorized Volkswagen dealer; until some time after the filing of the law-suit his state license permitted him to deal only in used cars. He had sold a substantial number of genuine Volkswagen cars, however.

This retailer had used a variety of trade names for his business. In addition to Economy Motors Ltd. and Foreign Car Center, he at various times called himself Volkswagen Car Center Ltd.; Volkswagen Sales and Service Inc.; Volkswagen German Motor Co.; and Volkswagen Foreign Car Center. He also used a variety of signs from time to time, but the Volkswagen name and the encircled VW trademark were frequently and prominently displayed. As the judge described the evidence, "Sometimes the sign has been so large that it dominated most of the wall on either side of the building and in addition, other signs have been displayed on the roof and one vertical Volkswagen sign with the large 'V' and large 'W' displayed above the sign which was on the roof."

The judge also commented on the dealer's newspaper advertising. Most of this was "designed to create the impression that [he] is a Volkswagen dealer," in the court's view. In addition, since receiving a Colorado state permit to sell new cars, he had used such expressions as "new car authorized dealer" in advertisements that featured the Volkswagen name, although his new car authorization covered only the Renault.

■ The basis for the legal claim of the Volkswagen companies was injury to their good will, and the opinion analyzed this in marketing terms:

"Plaintiffs [the Volkswagen companies] have spent large sums of money in an effort to build an attitude of confidence in the minds of the public and these efforts have met with considerable success. Whether this is due to the quality of the vehicle or to the quality of the service, it is impossible to say, but it is undeniable that the public does associate the name and the symbols in question with a product of high quality. The tremendous success of the product marketwise attests to its acceptance."

■ The judge decided that the retail dealer improperly had appropriated some of this good will by creating in the minds of the public the impression that he was part of the Volkswagen organization. As the opinion states, "If defendant [the dealer] were merely seeking to advertise the fact that he has Volkswagens for sale he could have selected other methods to accomplish his purpose." He had gone beyond "mere announcement of his readiness to sell these vehicles"; he had "set himself up as the headquarters for Volkswagen automobiles in the area."

■ It is important to note just what the retailer is prohibited from doing under the court order. He must not (1) hold out to the public by signs, advertisements or otherwise that he is authorized to sell or service Volkswagen automobiles; (2) use the term "authorized" in any signs, advertisements or other printed matter; (3) use the name Volkswagen in connection with his business except in a manner designed to inform the public that he has Volkswagen vehicles for sale; or (4) use the initials VW (circled or otherwise) in such a manner as to convey the impression to the public that he is an authorized Volkswagen dealer.

The decision discussed here was rendered at an early stage of the case on an application to the court for a temporary injunction. The trial has not yet taken place and, as usual, readers should bear in mind that the final result of the lawsuit may be entirely different. The fundamental proposition of law nevertheless is clear; a retailer cannot be stopped from telling the public what he has for sale,

Programmer...for 54,208 electronic brains

electronics A McGRAW-HILL PUBLICATION ABP ABC 330 West 42nd Street, New York 36, New York

but advertising that stretches the truth is improper.

* * *

The U.S. Supreme Court has dismissed an appeal from the decision sustaining the constitutionality of Virginia's new Fair Trade Act ("New Life for Fair Trade?" AA, Jan. 16, 1961). This was more than just a refusal to hear the case; the Supreme Court ruled that the appeal did not raise a "substantial federal question."

The significance of the decision is that the Virginia legislature appears to have found a way around the controversial "non-signer clause," which is the key to fair trade enforcement but which many states have found to be unconstitutional. Under the new Virginia statute, the definition of "contract" includes a fair trade notice from the manufacturers by mail or placed on the package; and any retailer who buys merchandise with actual notice is legally presumed to have assented to a contract to maintain the fair trade price. Accordingly, there is no longer any need for a non-signer clause.

It has been argued that this is a distinction only in form that fails to conceal the fact that the retailer really hasn't agreed to anything; he would be a non-signer in another state but Virginia calls him a party to a contract. The critical legal question is whether this kind of "contract" qualifies under the federal enabling act which validates state fair trade legislation that otherwise would conflict with the federal antitrust laws. The highest court of Virginia was satisfied that it did, and the implied stamp of approval now given to this law-making technique by the U.S. Supreme Court may induce other states to try the same method, although there is no certainty that their highest courts will follow the same reasoning as Virginia's.

Ohio also has a new Fair Trade Act that adopts the Virginia approach. A test case is already on the way up to the Ohio Supreme Court and its progress is being watched carefully by those concerned with the problems of resale price maintenance. #

The Peeled Eye Department . . .

Suddenly, It's 1906!

By Dick Neff

There's a past in your future!

Observe, please, Ford's ad headlined "Fresh Start!," shown here. We asked the editors to darken up the old car to make it show up better in the reproduction, but we can assure you it was beautifully clear in the original.

Dick Neff

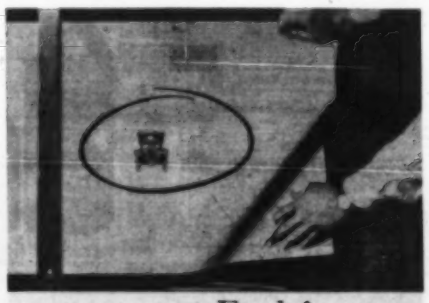
"Have you seen what's 'coming through' Ford's latest plans board in this November 1, New York *Herald Tribune*?" asks our talent scout, Louis Linder, copy contact man at Mears Advertising, New York.

"I was beginning to wonder when Ford would finally put out a car that the public REALLY wanted . . . the M. R. boys must have been ears glued to a colony of Van Winkles.

"This will assuredly set planned obsolescence way back on Vance Packard's rocking heels. I can just hear my 81-year-old grandmother utter, 'See, I told you so —I knew IT would have to come back.'

"Well, all I hope is that Ford's next ad will reveal more of 'America's Newest Car'—I simply abhor teaser campaigns."

Reminds us of a story we heard once about the introduction of the big new Chrysler campaign, "Suddenly it's 1960."



Fresh Start!

The cars people remember...the idea-starters, the trend-setters...throw away all the old ideas, start fresh...and make history. Such a car is coming from Ford in a few weeks. You'll recognize the names...but that's all that's the same! It's an all-new kind of Ford...right size...right price...right between Galaxie and Falcon.

SEE AMERICA'S NEWEST CAR AT YOUR FORD DEALER'S SOON

Typesetter in Mexico made a little mistake. The ads ran with the headline, "Suddenly it's 1950!"

Snappy comeback

The Ford ad shown here, with its show-through, reminded us of another bit of makeup whimsy involving Buick.

The man on the left and his car, from Page 2 of the Oct. 20 *Time*, look, to say the

"Just wash it"

'62 BUICK

BIZ QUIZ

Compiled by Lester Leber

Test your recollection and/or perception by ticking off True or False. You'll find the answers on Page 77.

1. Less money was invested in national advertising this year than in 1960.
   ☐ True ☐ False
2. More than half of the 100 leading advertisers spend more than half their budgets in television.
   ☐ True ☐ False
3. The Ed Sullivan show brings CBS more revenue than the Jack Paar show brings NBC.
   ☐ True ☐ False
4. Television now operates in 63 countries but most of them do not accept advertising.
   ☐ True ☐ False
5. There are more U. S. radio stations today than there were before the advent of television.
   ☐ True ☐ False
6. Most consumer magazines listed in Standard Rate & Data have their circulation audited by Audit Bureau of Circulations.
   ☐ True ☐ False
7. Audited magazine circulation for the first half of this year was higher than last year.
   ☐ True ☐ False
8. *Life* magazine claims a record for its Nov. 17 issue: largest dollar volume of advertising ever to appear in a single issue of a magazine. It exceeded $5,000,000.
   ☐ True ☐ False
9. Since World War II newspaper rates have increased but circulation has decreased.
   ☐ True ☐ False
10. Newspapers derive more than one-fifth of their advertising revenue from classified ads.
    ☐ True ☐ False
11. Department stores are devoting almost as much of their ad budgets to broadcast media as to print.
    ☐ True ☐ False
12. Most major consumer contests are offering merchandise as prizes.
    ☐ True ☐ False
13. Federal courts have held that advertising is a commodity within the meaning of the Clayton Act.
    ☐ True ☐ False
14. There are fewer U. S. retail establishments today than there were one year ago.
    ☐ True ☐ False
15. Most U. S. retail stores now carry private label merchandise.
    ☐ True ☐ False
16. There are more incomes over $200,000 in New York than in Chicago, Detroit, Los Angeles and Philadelphia put together.
    ☐ True ☐ False
17. More metropolitan area families own automobiles in Los Angeles than in New York.
    ☐ True ☐ False
18. Each of our 25 largest cities lost population between the census counts of 1950 and 1960.
    ☐ True ☐ False
19. Although Montgomery Ward and Woolworth have taken steps to enter the discount store field, Sears, Roebuck states that it has no intention to do so.
    ☐ True ☐ False
20. More money is spent in the U. S. by tourists from Mexico than by visitors from all the European countries combined.
    ☐ True ☐ False

C because
Cleveland is
D different from
Detroit...

and because people are different in different markets . . . Storer programming is different! We put together a flexible format to fit the needs of each community... making it local in every respect. Result? WJBK-TV Detroit, consistently dominates the Nation's fifth market ...WJBK Radio is always your best buy*. Further evidence that Storer quality-controlled, *local* programming is liked, watched and listened to. Storer Representatives have up-to-the-minute availabilities at their fingertips. ***Important Stations in Important Markets.***

**Hooper—Sept.-Oct. 1961*

LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	WHEELING WWVA	TOLEDO WSPD	DETROIT WJBK	STORER BROADCASTING COMPANY
MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV	

CEMETERY WANTED

Our client, a publicly owned corporation, wishes to acquire a cemetery; or, will consider substantial portions of cemeteries within 30 miles of Metropolitan New York City. Please write full details, in confidence.

MILTON F. BAGLEY
Vice President
PACE ADVERTISING AGENCY, Inc.
19 West 44th Street,
New York 36, N. Y.
MU 7-4090

RETIRED EXECUTIVES

Long established public relations agency is interested in contacting executives of experience in the field of public relations, publicity, financial, advertising, sales, merchandising, engineering, electronics, plastics, transportation and international trade in re prospective project assignment or as consultants.

Y 7684 TIMES

least, a bit disheveled. But turn the page and lo, a man who might well be the same chap says breezily, "Just wash it."

Snapped back with Stanback, no doubt.

Bet the corpses look real natural-shouldered

We've always heard the advertising business killed off its practitioners fast. But when we saw an advertising agency running an ad headlined "Cemetery Wanted" the other day, we got a real shook-up feeling. Didn't realize any one agency knocked 'em off that fast.

Pete White called it to our attention and to the little ad adjoining it addressed to "Retired Executives."

We weren't sure whether the agency wanted some new blood to replace the dear departeds it was laying to rest, or whether it was thoughtfully anticipating future needs. ("No, Mr. Queasy, we don't have a profit-sharing plan, but we do have a rather unusual fringe benefit which we know will be a great comfort to your - er - widow.")

Upon closer inspection we found that the latter advertisement was run by another company, a pr agency, and that the copy in the former advertisement was acquiring the cemetery for a client.

Don't tell us the agency is giving the *client* heart attacks!

We'll dig into this mystery, and if we get to the bottom of it, we'll let you know.

Ad-ecdote Dept.

A reader on the *Toledo Blade* who noted the two-line joke we quoted in the Nov. 20 issue ("How's your wife?" "Better than nothing!") tops it with this one:

1st man: "How's your wife?"
2nd man: "Compared to whom?"

Yankee horse trader?

From the *Daily News*, Newburyport, Mass., comes this intriguing want ad under the heading, "For rent—furnished":

> "3 women—full or part time Days or evenings. Temporary or year 'round. Need car and telephone. Excellent earnings and benefits. Call WA 6-5452."

Equally intriguing, considering the item he sent us, is the name of our scout—a sales promotion man in Boston named George Bartter.

His slogan, by the way is, "it's better by bartter"—and who are we to dispute him? #

The Creative Man's Corner . . .

Memories Are Made of—

Evenings that memories are made of—
so often include Drambuie
After dinner, have a dram of Drambuie,
the cordial with the Scotch whisky base.

This ad, as you can see, shows a couple propping each other up in the back seat of a carriage. The headline says—with a trenchant pause indicated by a dash, "Evenings that memories are made of—so often include Drambuie."

If this couple, all too effectively hidden, are nipping on a bottle of Drambuie instead of bourbon, we got news for them: This will be an evening that memories are made of, all right, especially when morning rolls around, and the Drambuie bottle, through that magic alcoholic beverages possess, has gotten inside the head and is also rolling around. (One reason we always drink out of nice *flat* bottles.)

But back to the message. "After dinner," it says, "have a dram of Drambuie."

Anybody got any idea how much a dram is? We looked it up. "A small drink, draft, or potation," said the dictionary, "specif. of distilled alcoholic liquor; as a *dram* of poison (*poison?*); a *dram* of brandy." But how small is small? We were referred to drachma—which is defined as equalling six obols. But when we looked up obol, we found this had to do with currency.

We finally found what a dram is under "measure, fluid." A dram, we at long last discovered, consists of 60 minims. Or drops. And it takes 8 drams or 480 drops to make an ounce.

O.K. Would you now like to try "pony"—as in pony glass? A pony is described as "a small liqueur glass or the liquor it will hold." How about jigger? A jigger is defined as "a small measure of liquor; a dram; also, a small glass used in mixing drinks, holding one and one-half ounces." So now we know that a dram is ⅛ of an ounce, it is also a jigger, and a jigger is one and one-half ounces.

Excuse us while we have a slug of bourbon. (*Slug*—n. A drink or swallow of something, esp. whisky.) #

Agencies Ask Us . . .

Don't Deplore Small Size: Capitalize on It!

By Kenneth Groesbeck

"What do you think we small agencies can do to combat the trend toward the larger shops?" asks a Michigan agency head. "Do we have to go along with it by means of mergers or have we any legs to stand on to defend our actual situations?"

Kenneth Groesbeck

Well, I suppose there is, without doubt, a trend toward bigness in all business these days; but I firmly believe it should not apply to the service industries, of which the agency business is an outstanding example. In fact, it may well be that increasing the size of an organization tends to defeat and lessen its effectiveness in agency work.

I think the first thing an advertising agency should do, in making its plans, is to decide what it is shooting for. If it is set up only to make as much money as possible and grow as rapidly as it can, that is one route it may travel.

In this case, it must deliberately abandon many of the ambitions and ideals which should actuate the agency head. You can't concentrate on deals and high finance and have any time left to worry about increasing the sales and profits of your clients. And you can't carry water on both shoulders. Either you are set up to be a personal and conscientious adviser of some advertisers who trust you with their money, or you are only using this trust to advance yourself.

In the long run, it will be found that not only is the agency business poorly suited for making a fast buck, but the improper utilization of the trust involved is very bad medicine indeed.

■ Two things the small agency may legitimately do to increase its effectiveness: First, it may join one of the many agency associations and networks which, in effect, pool the brain resources and the local advantages of several shops. Second, it may merge with another agency of comparable size in order to marry such diverse talents as creativity and marketing or selling.

It will be seen that either of these moves aims at increasing the excellence of the agency's personal service. Such combinations or affiliations are definitely not for the purpose of making more money faster. Indeed, they usually result in making less money, for a while at least. But they build, as we should, in the direction of making the agency better able to serve the best interests of its clients.

Thus, when a present or prospective client brings up the question of size, and the tendency seems to be to select a larger agency mostly because of its nationwide spread or its worldwide connections, the small shop would be wise not to attempt to combat these advantages, provided the client really needs them.

The large agency has facilities to offer which may be absolutely essential to the advertiser spending twenty or thirty millions a year. It is rich enough to employ outstanding creative and marketing talent. Its branch offices are large and well manned. It rates, and gets, respectful consideration from media because of the importance of its expenditures.

■ By the same token, the small advertising agency possesses advantages which the large agency cannot offer. Its principals, heading their own businesses, may

IN THE CRISIS

THE

CLEAR VOICE

WDSU-TV, New Orleans, has received the Radio-Television News Directors Association's first place award for television reporting on community problems.

This station was cited for its news reporting on New Orleans' school desegregation last year, including legislative coverage from Baton Rouge, editorials, and for the documentary series, "School Crisis." WDSU-TV was the only radio or television station to offer continuous daily coverage of the school crisis until it was resolved.

This is the second top award WDSU-TV has received from the Radio-Television News Director's Association. In 1959 the station won the RTNDA's first prize for television editorials.

have greater abilities than those of the individuals employed by the large agency. To the small agency, the success of the client's marketing and selling plans, the response elicited by its advertising, is not simply something which it would be very gratifying to achieve; it is a matter of life or death. To survive, as a small agency, you must advise the advertiser so wisely, plan so shrewdly, create in such an outstanding manner, that the advertiser simply cannot afford to let you go, no matter how tempting the offers may be, made by the larger shop.

This situation accounts for the many agency-client relationships which are so long-lasting, and which are usually terminated only by change in the personnel of the agency or the advertiser. They counteract the frequent shifts and changes among large accounts made because of competition or political exigencies.

From a dollars-and-cents standpoint, the small agency has some additional advantages to offer. Its overhead should be lower than that of the big shop, maintaining as it must, many services which not all its clients require, but a portion of which they must all pay. So the smaller agency principals can afford to give more time to individual clients. They have time to worry, which is important.

All agency solicitations, and all agency service plans, should be based on this approach to the advertiser: What do you need, and what sort of agency set-up can get you what you should have, at the proper cost? It will be found that this approach gets sympathetic reception; clearly the agency's prime interest is the welfare of the client.

If subsequent conferences indicate that the advertiser needs something the agency cannot offer, let the agency say so without equivocation, and let it help the client to find an agency of the size and type it needs.

■ If, on the other hand, as is so often the case, the small agency knows it can really do the best possible job for the advertiser in question, let it forget its size, and fight for the business with every ounce of strength it possesses, capitalizing on the manifest advantages of its personal services and the brain-power of its people. In the back of his head, the advertiser is well aware of the importance of the experienced and conscientious individual in helping him to marketing and advertising success.

Don't sell yourself short. #

BIZ QUIZ

Answers to questions on Page 70.

1. **True.** Projections indicate a 1961 national advertising volume in major media of approximately $23,000,000 less than 1960.
2. **True.** Of 1960's hundred leading advertisers 51 spent more than half of their budget for tv.
3. **False.** Advertisers spend about $15,000,000 a year for the Paar show and $12,000,000 for Ed Sullivan's hour.
4. **False.** Tv advertising was available in 41 different countries at the latest count.
5. **True.** 3,500 radio stations are on the air—seven times the number of tv stations.
6. **False.** About one-third of the magazines in SRD have ABC figures.
7. **True.** The 267 magazines that belong to ABC reported a net paid average circulation of 191,617,907 for the first six months which was 4.1% more than 1960.
8. **True.** November 17 Life had a total ad revenue of $5,200,000.
9. **False.** Both are up. Dailies have 21.7% more circulation and 106% higher advertising rates.
10. **True.** Last year classified ads amounted to $803,000,000, which was 22% of the total invested in newspaper space.
11. **False.** Of the estimated $600,000,000 spent by department stores annually well over 90% goes to newspapers.
12. **False.** Today more contests give vacations or cash as prizes than merchandise.
13. **False.** U.S. Court of Appeals recently upheld a lower court decision that advertising is a service rather than a commodity, meaning that discounts for volume purchases of media do not have to be based on provable cost savings to the seller.
14. **False.** U.S. retail establishments increased 76,062 or 4.5% in 1961. Food stores particularly reversed their trend. Between 1950 and 1960 they declined 34% but this year they are up to 344,828.
15. **True.** Brand Names Foundation reports that 79% of the nation's stores sell private label items.
16. **True.** For 1959 Internal Revenue Service reported 1,626 tax returns at more than $200,000 in the New York metropolitan area. There were 405 in Chicago, 132 in Detroit, 381 in Los Angeles, 138 in Philadelphia.
17. **True.** There are about 300,000 more passenger cars in the Los Angeles area than in and around New York.
18. **False.** About half of the 25 big cities gained population during the 1950s. 23 of them showed increases in number of households. (The bigger families were moving to suburbs.)
19. **True.** Ward has acquired the discount operation known as Interstate and Woolworth is planning a group of Woolco discount stores. Sears has repeatedly stated it will not move into the discounting field.
20. **True.** Last year Mexicans spent $180,000,000 in the U.S. and Europeans spent $125,000,000.

On the Merchandising Front . . .

Does Competition Increase Prices?

By E. B. Weiss

At a recent meeting, two food chain executives made the remarkable observation that, in their opinion, competition does *not* result in *lower* prices to the public. To the contrary, they specifically and flatly stated that competition *increases* prices to the public. One of the two went so far as to remark that "any fool knows this."

E. B. Weiss

This is an amazing philosophy for two practical business men to entertain.

In the first place, as operators of food chains, they certainly know that, when the food super appeared on the scene in the early 1930s, it clearly represented a new, and therefore an additional form of competition. They also know that the food super, in its early days, definitely cut the price of distributing food to the public. Certainly the food super has been making this claim for years and I assume that even today this is not entirely a bogus claim.

As a matter of fact, the food super points with pride (in its *public* statements) to the fact that it nets only one cent profit on each dollar sale (in its *private* discussions the food super tends to *bemoan* this situation). Certainly, with respect to the business function in which these business men themselves are engaged, competition reduced prices for a considerable time. And right now, food competition from discount department stores has *compelled* some food supers to slash prices across the board—*on food*.

■ When the aluminum industry reduced prices in September, 1961, this was clearly the result of competitive pressures. If the steel industry increases only a few prices this winter, rather than attempting an across-the-board increase, this will not be the result of pressure from the federal administration, but rather from the forces of competition, including the reduced prices of aluminum and competition from imported steel.

During the middle of October, I came across a first-page article in the authoritative *Wall Street Journal* that was entitled: "Easing Prices: Intense Competition Causes New Reductions to Outweigh Increases." From that article I quote the following:

"Rugged competition is continuing to nudge prices slightly lower on a wide range of industrial and consumer goods, despite the recovery of business from the recession.

"Many retailers and manufacturers of finished goods are showing a marked inclination to pass along quickly to their customers any price cuts started by their suppliers. In contrast, factories and stores which have to pay more for the things they buy generally are holding out as long as they think possible before raising prices of the things they sell.

"Those are the dominant conclusions of a coast-to-coast *Wall Street Journal* survey of manufacturers, wholesalers and retailers, interviewed primarily in their role as buyers of everything from blankets to barges.

"In the electronics field, for instance, so many companies have been crowding into the transistor business that 'we have at least one or two new suppliers dealing with us each month,' says Martin Lilleberg, purchasing manager of United Control, Seattle, maker of electronic controls. The resulting competition, several other companies agree, has knocked prices of transistors and other semi-conductors down an average of 10% in the past month, with some cuts going deeper. 'A diode we paid 45 cents for a month ago now costs us 38 cents,' says an official of Varian Associates, San Francisco, producer of radar assemblies and other electronics gear.

■ "'Mills are producing far more lumber than the building industry is using,' asserts M. B. Hagen, purchasing agent for National Homes, Lafayette, Ind., builder of prefabricated houses. As a result, he says, his company now is paying $89.50 a thousand board feet for fir two-by-fours delivered at Lafayette, down $4 since September 1, and he expects the price to fall further. In the container business, 'overproduction of polyethylene and the addition of new bottle makers is forcing prices down' on plastic bottles, says a San Francisco wholesaler of plastic, glass and metal containers, who sells mostly to food processors and makers of household chemicals.

"A late-September price cut of two cents a pound on aluminum ingot, which was touched off by a sales battle among U.S., Canadian and European metal makers, already has forced prices down on a wide range of fabricated aluminum products. A big New England maker of textile machinery is paying 2% less for aluminum loom parts, and a New York retailer says wholesale prices of aluminum lawn furniture have dropped 3% to 4% since the cut in the primary metal price. Childers Mfg. Co. of Houston plans to cut prices of the carports and small buildings it fabricates from aluminum as soon as it disposes of an inventory of metal bought before the price cut.

"S. S. Kresge Co., a big variety store chain, has been paying higher wholesale prices in the past month for such varied items as wool blankets, bed sheets, nail polish, peanuts and imported Japanese toys. But a spokesman says the company hasn't raised retail prices on any of these things, partly *because of competition from discount houses.*"

Our free competitive system is part and parcel of our free society. It cannot be separated from our free society. If, then, competition really can result *only* in increased prices, I imagine we had better prepare for communism, because obviously the public will have no other alternative.

■ Recently, an exec vp of General Mills in a public address stated that, "The American food industry is feeding the United States better, with more time-saving conveniences, at a *lower margin* of profit than any other production and distribution system on earth."

Surely, implicit in that statement is the earnest belief of this food executive that our system of free competition is making food available to the public on a low cost basis that has not been duplicated elsewhere.

Are we to believe that the price of automobiles would be lower if we had a single cartel controlling automobile production and sales, thus eliminating all competition? Has it been the history of the cartel concept that it has reduced prices for the long-term and on balance?

Are all of our anti-trust laws, all of our fierce efforts of many years to eliminate monopolies, misguided philosophies that have resulted in *higher* prices?

■ I have so notion as to what extent other business men entertain this same conviction that competition *increases* prices. If this attitude is spreading among business men, then what alternative do they suggest?

Certainly they could not be happy with an economic system that can only increase prices because, obviously, such a system can only sow the seeds of its own destruction. That is because it must ultimately result in shriveled markets.

I can comprehend that competition will, at times, lead to costly excesses. But, on balance, competition *must* brake price advances even in an inflationary era. And, under more normal circumstances, the long-term effects of competition, on balance, must be to reduce prices!

In industry after industry, when the members of the industry are so inclined, they usually have little difficulty in proving how competition in that industry has curtailed price advances or brought about lower prices over the years. Certainly, those of us in advertising like to point to advertising as a contributing factor in bringing merchandise to the American public at lower prices.

Is all of this hogwash?

Can lower prices come only from the monolithic state?

Can competition result *only* in *higher* prices?

If, as I remarked before, the answers to these questions are in the affirmative, then obviously we had better resign ourselves to doing business under a monolithic state. #

Kelly Keye Denson Holland Cafarella Keye Papert Lois Scali Koenig Harris

NIGHTLY BEAT—*Most New York agencies are shuttered by dusk, and their employes are streaming homeward. But Papert, Koenig, Lois, which recently picked up the $1,000,000 account of the New York Herald Tribune, has different ideas. Four nights a week the agency's brass puts together a different, impromptu one-minute commercial for the Herald Trib, for showing the same night over "Douglas Edwards with the News" on WCBS-TV. Reason for the last-minute tactic: The star of the commercial, tomorrow's edition of the paper, doesn't get printed until about 9:15 p.m. This means the agency has to start early, working beside the newspaper's editors as they mold the next day's front page. The photos show how this operates over a period of time. At 7:30, editors John Denson and Frank Kelly brief Paul Keye, account executive, and Ron Holland, copy contact, on what's going into the paper. At 8:20, Mr. Keye gets the first front page proof pulled by Sal Cafarella in the composing room. By 8:45, at CBS, agency principals Fred Papert, George Lois and Julian Koenig ponder camera shots of the front page with Sam Scali, the agency's art director, and Bert Harris, a free-lance tv producer. At 9:00, the front page is readied by Mr. Scali for shooting. At 9:20, the Messrs. Scali, Lois and Holland line up the final specs for a camera shot of the Herald Trib's banner head. The last photo shows the finished product as the viewers see it at 10:15. Elapsed time since first picture: Two hours and 45 minutes.*

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SERVING THE QUINT CITIES
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PORTABLE ELECTRIC
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For patio, porch, barbecue, pool. Exciting new idea for premiums, contests, sales incentive programs.
BURGESS VIBROCRAFTERS, INC.
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ABP Contest Entries Due by Jan. 31

Associated Business Publications has announced that entries for its 20th annual business paper advertising awards competition must be postmarked by midnight, Jan. 31, 1962. Information about the competition is now being distributed.

The competition is in two parts, one for advertising addressed to retailers and distributors which appeared in merchandising publications, and the other for advertising in industrial, institutional and professional publications.

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Lees Sets Bon Bon Push

James Lees & Sons, Bridgeport, Pa., will use Sunday supplements and magazines next April to promote Bon Bon, a new two-tone continuous filament nylon carpet. The supplement campaign will include *Family Weekly*, *Parade*, *Sunday* and independent supplements. Four-color pages are scheduled in April issues of *Look*, *The New Yorker*, *Reader's Digest*, and *Sunset Magazine*. In addition to the Bon Bon promotion, Lees will promote its Bright Dream quality in a late spring promotion beamed at the bridal market. Ads are slated in the May 22 issue of *Look* and the May *Sunset Magazine*.

Bank of Ceylon Appoints Grant

The Bank of Ceylon has selected Grant Advertising, Colombo, Ceylon, to handle its foreign advertising. The previous agency was J. Walter Thompson Co.

The countries currently involved in the advertising program are Great Britain, France, West Germany, Lebanon, United Arab Republic and other Middle East countries, Australia and Japan. Newspapers and financial journals will be the primary media.

43%

of all
Houston Daily Newspaper Families
read only THE CHRONICLE
These Families represent
An Annual Market Potential of
$817,904,000
that you get only by advertising in
THE HOUSTON CHRONICLE

December Pages and Linage in Consumer Magazines

Current and Year-to-Date for U.S., Canadian and Foreign Publications Reporting to Advertising Age

Weeklies, Bi-Weeklies, Semi-Monthlies (November)

	Pages Nov. 1961	Pages Nov. 1960	Pages Jan.-Nov. 1961	Pages Jan.-Nov. 1960	Lines Nov. 1961	Lines Nov. 1960	Lines Jan.-Nov. 1961	Lines Jan.-Nov. 1960
Commonweal	17.4	23.3	149.9	194.2	7,308	9,786	62,873	81,564
Cue	82.2	95.0	822.9	848.4	35,248	40,754	353,127	363,567
Down Beat	45.4	43.9	535.2	514.3	19,054	18,452	224,770	216,048
Grit	25.3	29.2	259.2	285.5	25,312	29,198	259,173	285,524
Life	321.8	294.5	2,894.3	3,096.8	218,838	200,287	1,968,110	2,105,804
Look	166.0	175.8	1,431.3	1,480.8	112,846	119,544	973,304	1,006,917
Newsweek	231.9	261.5	2,300.8	2,689.9	97,398	109,830	966,336	1,129,758
§New Yorker	691.2	666.1	4,570.1	4,811.7	296,501	285,755	1,960,552	2,064,220
‡National	—	660.2	—	4,729.9	—	283,214	—	2,029,112
‡Sectional	—	21.1	—	291.2	—	9,075	—	124,936
Presbyterian Life	17.0	17.3	140.4	139.4	7,132	7,284	59,008	58,676
The Reporter	56.7	51.7	528.7	415.5	23,795	21,705	222,074	174,520
Saturday Evening Post	171.6	223.0	1,913.1	2,607.5	116,691	151,672	1,300,917	1,773,100
Saturday Review	94.5	129.0	917.6	1,021.0	39,681	54,167	385,418	428,785
Sporting News	26.3	26.6	241.6	228.2	28,549	28,838	262,122	247,612
Sports Illustrated	186.0	186.7	1,677.2	1,777.8	78,122	78,414	704,632	746,818
Time	216.7	286.3	2,312.1	2,796.4	91,001	120,229	971,089	1,174,495
TV Guide	77.9	70.4	871.9	633.2	14,178	12,811	158,681	115,212
U. S. News & World Report	233.5	240.4	2,272.4	2,636.2	98,910	100,968	954,408	1,107,204
Total Group	2,661.4	2,820.7	23,838.7	26,176.8	1,310,564	1,389,694	11,786,594	13,079,824

‡Not included in totals. §Total represents national advertising plus sectional at reduced decimal equivalent.

Women's

	Pages Dec. 1961	Pages Dec. 1960	Pages Jan.-Dec. 1961	Pages Jan.-Dec. 1960	Lines Dec. 1961	Lines Dec. 1960	Lines Jan.-Dec. 1961	Lines Jan.-Dec. 1960
†Bride & Home	—	—	420.1	421.3	—	—	265,564	266,346
†Bride's Magazine	—	—	700.1	722.4	—	—	442,470	456,582
Family Circle	43.6	37.6	563.1	562.0	18,705	16,130	241,570	241,097
Good Housekeeping	68.6	71.7	980.5	1,121.9	29,438	30,778	420,640	481,282
Ingenue	15.1	8.8	187.2	167.2	6,478	3,775	80,308	71,729
Ladies' Home Journal	55.4	59.3	745.1	928.1	37,688	40,310	506,637	631,127
McCall's	65.6	92.6	1,030.8	1,102.8	44,625	62,988	700,984	749,946
‡Modern Bride	80.8	78.0	590.2	571.0	51,034	49,296	373,006	360,872
Parents' Magazine:								
††National Edition	58.6	55.4	741.7	820.3	25,144	23,746	318,256	351,861
Metropolitan New York Ed.	62.8	60.6	794.0	898.4	27,115	25,984	340,799	385,215
*Pacific Mountain Edition	59.4	56.2	289.5	837.0	25,671	24,123	124,367	358,929
Seventeen	84.9	79.7	1,389.9	1,444.2	57,739	54,180	945,136	982,025
††Woman's Day	30.3	31.2	456.4	478.7	12,981	13,393	195,793	205,371
The Workbasket	17.3	23.7	374.2	443.8	3,386	4,367	73,331	86,978
Total Group	642.4	654.8	9,262.8	10,519.1	340,004	349,070	5,028,861	5,629,360

†Published quarterly in January, April, July and October; cumulative figures shown are for October issues. ‡Published bi-monthly. ††Figures include sectional linage prorated to circulation of regional editions. *No Pacific Mountain Edition published February, March, May, June, July, October or November 1961.

General

American Artist	25.9	24.1	275.6	269.4	10,861	10,137	115,728	113,135
American Forests	15.4	10.5	177.1	207.8	6,468	4,410	74,382	87,276
American Legion	11.5	11.1	170.6	178.7	4,858	4,673	71,686	75,061
Argosy	19.6	20.9	251.7	233.5	8,415	8,971	107,934	100,208
Atlantic	50.2	58.2	487.5	553.5	21,083	24,443	204,775	232,460
Car & Driver	32.1	42.7	362.8	444.7	13,495	17,942	152,376	186,774
Cavalier	12.6	16.6	172.8	238.8	5,409	7,106	74,118	102,445
Christian Herald	29.0	30.2	391.8	412.0	12,339	12,969	168,072	177,039
Columbia	4.9	6.8	114.6	123.9	2,065	2,870	48,150	52,077
Cosmopolitan	22.5	22.8	334.3	298.4	9,660	9,820	143,467	128,070
Ebony	79.7	92.5	801.9	945.2	54,203	62,915	545,330	642,791
†Elks Magazine	15.3	13.6	164.4	169.6	6,463	5,852	69,811	73,106
*Esquire	178.3	175.3	970.3	1,064.4	119,818	117,802	652,042	715,277
Extension	16.1	14.7	198.7	186.6	11,063	10,145	136,659	128,420
Flying	44.7	54.9	630.0	640.2	18,774	23,071	264,600	268,884
††Golf	28.0	20.5	262.6	174.5	12,012	8,780	112,656	74,420
Golf Digest	35.6	28.0	355.9	343.6	6,968	5,486	75,875	72,633
Gourmet	46.1	56.7	382.0	419.5	19,796	24,325	163,878	179,926
Grade Teacher	16.4	17.2	393.4	384.4	7,224	7,573	173,475	169,504
Harper's Magazine	42.2	53.8	467.8	522.6	17,739	22,602	196,492	219,476
Hi Fi/Stereo Review	62.9	47.9	590.4	523.5	26,410	20,097	247,968	219,870
High Fidelity	70.0	75.2	642.0	697.6	29,400	31,584	269,640	292,992
Holiday	123.2	134.1	1,063.6	1,247.8	83,773	91,191	723,220	848,515
Hot Rod	35.2	42.0	439.3	551.6	14,798	17,696	184,492	231,700
Improvement Era	53.0	31.1	305.7	310.9	22,268	13,058	128,411	130,580
Instructor	15.3	14.8	389.1	366.4	10,491	10,181	265,330	250,707
Lion Magazine	7.3	6.1	123.8	116.6	3,110	2,598	52,693	49,669
Motor Boating	67.6	86.1	1,337.0	1,697.2	39,749	50,627	786,157	997,984
Motor Trend	18.8	21.0	223.6	293.8	7,910	8,722	93,898	123,382
National Geographic Magazine	33.3	31.5	466.5	526.9	7,914	7,497	110,485	124,986
Playboy	76.5	41.9	508.4	355.0	32,136	17,575	213,540	149,083
Popular Boating	36.2	46.7	923.0	966.0	21,303	27,454	542,724	568,008
Popular Photography	87.0	99.1	814.5	867.2	36,557	41,622	342,090	364,224
Prevention	61.1	58.4	697.5	725.3	13,686	13,082	156,230	162,457
Promenade	32.1	27.1	263.5	255.0	13,781	11,612	113,042	109,388
Reader's Digest	86.5	71.2	895.3	874.9	15,743	12,964	162,952	159,226
Redbook	39.0	31.2	510.8	448.8	16,743	13,382	219,123	192,522
Road & Track	41.9	32.1	384.5	371.6	17,598	13,482	161,490	156,062
Rotarian	6.0	12.1	135.2	96.0	2,506	5,064	56,700	40,307
‡Sports Car Graphic & Motor Life	21.3	14.8	211.0	194.2	8,946	6,216	88,606	81,550
Today's Health	11.4	16.7	235.3	256.7	4,911	7,164	100,969	110,111
Together	13.1	12.1	134.6	138.7	5,599	5,172	57,755	59,800
Town & Country	112.3	111.2	928.8	975.1	70,963	70,296	586,983	616,269
True	40.0	40.6	374.6	363.2	17,156	17,419	160,706	155,834
V. F. W. Magazine	6.3	7.4	120.5	125.0	2,643	3,097	50,612	52,494
**Yachting	103.7	94.0	1,598.9	1,597.7	60,976	55,272	940,153	939,448
Total Group	1,987.1	1,977.5	21,683.2	22,754.0	955,783	966,016	10,367,475	10,985,150

NOTE: Kiwanis Magazine December figures were unavailable as this issue went to press and will be shown in January tabulation. †Changed from 429-line page to 420-line page July 1961. *Total represents national advertising plus sectional at reduced decimal equivalent. ‡Formerly Motor Life. **1961 cumulative figure includes 4.1 pages prorated to circulation of regional edition for January through July. ††December and January issues combined.

Home

American Home	26.4	23.9	442.1	463.9	16,660	15,091	279,454	293,055
Antiques	65.5	60.3	755.1	762.1	19,257	17,714	221,998	224,065
Better Homes & Gardens	43.0	47.2	745.0	939.3	27,203	29,822	470,851	593,636
Flower & Garden	15.1	15.9	340.0	382.0	6,361	6,678	142,831	160,488
Flower Grower	22.2	23.7	440.2	501.1	9,331	9,966	184,935	210,494
House Beautiful	89.9	102.6	1,052.3	1,251.7	56,778	64,858	665,053	791,057
House & Garden	88.0	73.6	945.3	986.8	55,613	46,521	597,433	623,626
Living for Young Homemakers	37.1	37.3	661.5	785.2	23,454	23,547	418,070	496,235
Organic Gardening & Farming	30.4	26.6	417.2	420.1	6,810	5,958	93,453	94,102
Popular Gardening	23.0	24.9	458.1	501.9	9,679	10,468	192,409	210,798
Sunset Magazine	99.5	97.3	1,438.9	1,551.1	41,771	40,880	604,455	651,675
Total Group	540.1	533.3	7,695.7	8,545.2	272,917	271,503	3,870,942	4,349,231

Fashion

Glamour	59.8	55.5	1,096.9	1,145.7	25,651	23,812	470,551	491,488
Harper's Bazaar	81.5	77.8	1,174.8	1,167.5	51,515	49,273	742,526	737,923
Mademoiselle	35.8	40.3	1,034.4	1,011.1	15,349	17,294	443,721	433,779
Vogue	92.0	92.3	1,560.2	1,846.1	58,126	58,321	986,078	1,166,743
Total Group	269.1	265.9	4,866.3	5,170.4	150,641	148,700	2,642,876	2,829,933

Movie-Romance-Radio-TV

	Pages Dec. 1961	Pages Dec. 1960	Pages Jan.-Dec. 1961	Pages Jan.-Dec. 1960	Lines Dec. 1961	Lines Dec. 1960	Lines Jan.-Dec. 1961	Lines Jan.-Dec. 1960
Dell Modern Group:								
Modern Romances	20.0	17.4	248.7	301.8	8,570	7,480	106,683	129,325
Modern Screen	14.5	9.6	162.9	192.7	6,240	4,136	69,871	82,680
Screen Stories	12.5	6.6	137.1	155.5	5,368	2,849	58,801	66,688
Fawcett Women's Group:								
Motion Picture	8.5	10.4	141.7	161.8	3,653	4,460	60,786	71,987
True Confessions	12.2	15.8	212.2	274.8	5,240	6,781	91,058	117,891
Ideal Women's Group:								
Intimate Story	20.3	24.1	278.7	304.9	8,729	10,346	119,546	130,811
Movie Life	23.6	24.0	272.5	290.0	10,105	10,304	116,885	124,405
Movie Stars	22.6	24.0	270.9	290.1	9,676	10,324	116,216	124,462
Personal Romances	20.6	24.3	277.5	297.7	8,827	10,427	119,042	127,702
TV Star Parade	20.2	21.9	266.5	276.7	8,675	9,408	114,329	118,686
†KMR Romance Group	—	—	23.9	42.3	—	—	10,323	18,369
‡KMR Women's Group	—	—	150.5	211.3	—	—	64,722	90,931
††Macfadden's Women's Group:								
Photoplay	19.9	18.1	233.8	271.9	8,528	7,761	100,315	116,661
True Experience	10.7	10.7	132.8	152.4	4,573	4,591	56,976	65,384
True Love Stories	10.7	10.5	132.1	152.0	4,587	4,507	56,682	65,225
True Romance	11.1	10.8	134.9	152.8	4,767	4,640	57,892	65,556
True Story	40.2	46.8	508.2	593.1	17,250	20,082	218,038	254,454
TV-Radio Mirror	11.1	7.2	112.0	120.1	4,774	3,098	48,045	51,539
Secrets Romance Group:								
Confidential Confessions	15.9	13.9	204.5	228.9	6,820	5,951	87,736	98,197
Daring Romances	15.9	13.9	204.5	228.9	6,820	5,951	87,736	98,197
Revealing Romances	15.9	13.9	204.2	228.9	6,820	5,951	87,593	98,211
Secrets	15.9	13.9	204.2	228.9	6,820	5,951	87,593	98,211
*Silver Screen	17.2	10.7	155.5	129.2	7,391	4,608	66,800	55,446
Total Group	359.5	348.5	4,669.8	5,292.7	154,233	149,606	2,003,668	2,271,018

†Formerly Hillman Romance Group. ‡Formerly Hillman Women's Group. *Alternates bi-monthly with Screenland. ††Formerly True Story Women's Group.

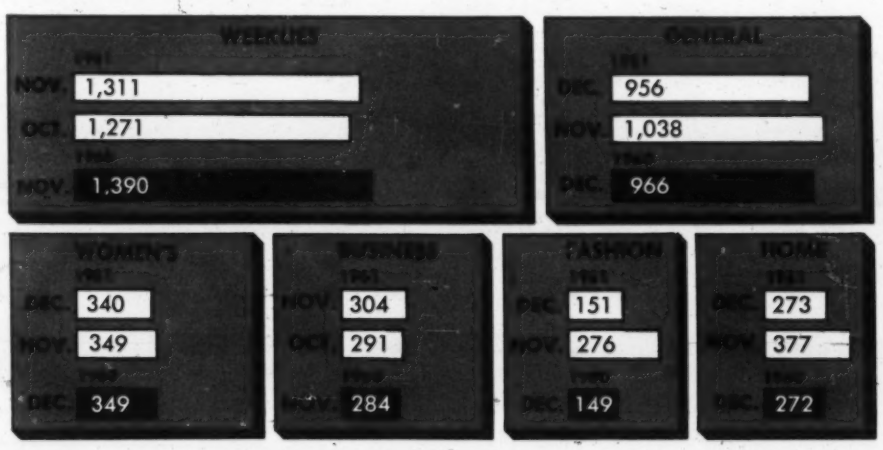
§Business (December)

Business Management	37.1	50.3	603.3	634.8	15,582	21,126	253,386	266,616
Dun's Review & Modern Industry	58.0	58.7	855.3	963.0	24,320	24,642	359,084	404,078
Fortune	138.2	178.5	1,868.5	2,243.7	87,374	112,812	1,180,892	1,418,050
Nation's Business	34.6	45.4	565.1	677.9	14,543	19,055	237,320	284,675
Total Group	267.9	332.9	3,892.2	4,519.4	141,819	177,635	2,030,682	2,373,419

§Because current month linage figures for several publications are not yet available this group is broken into December and November sections.

Magazine Linage Trend

Figures in Thousands



Business (November)

	Pages Nov. 1961	Pages Nov. 1960	Pages Jan.-Nov. 1961	Pages Jan.-Nov. 1960	Lines Nov. 1961	Lines Nov. 1960	Lines Jan.-Nov. 1961	Lines Jan.-Nov. 1960
†Barron's	71.5	81.6	922.5	814.4	65,100	53,561	644,074	534,238
Business Week	407.7	434.3	3,893.6	4,581.8	171,238	182,398	1,635,291	1,924,343
*Financial World	106.3	52.8	542.3	527.6	44,671	22,190	227,763	221,609
Forbes	54.7	61.4	606.0	636.7	22,942	25,789	254,490	267,422
Total Group	640.2	630.1	5,964.4	6,560.5	303,951	283,938	2,761,618	2,947,612

†Changed from 656-line page to 910-line page October 2, 1961. *November 1961 figure includes linage for Annual Awards Number.

Farm Magazines

	Pages Dec. 1961	Pages Dec. 1960	Pages Jan.-Dec. 1961	Pages Jan.-Dec. 1960	Lines Dec. 1961	Lines Dec. 1960	Lines Jan.-Dec. 1961	Lines Jan.-Dec. 1960
Farm Journal: (mon)								
‡Central Edition	51.0	63.7	915.0	989.1	21,861	27,332	392,536	424,335
‡Eastern Edition	58.1	61.9	805.6	828.6	24,930	26,544	345,599	355,485
‡Southeastern Edition	39.6	55.2	641.8	698.9	16,997	23,685	275,321	299,849
‡Southwestern Edition	39.6	54.7	665.1	708.4	16,997	23,471	285,336	303,925
‡Western Edition	46.8	62.2	803.5	859.6	20,071	26,688	344,701	368,776
Average 5 Editions	47.0	59.5	766.2	817.0	20,171	25,544	328,699	350,474
Farm & Ranch—Southern Agriculturist: (mon)								
‡Southeastern Edition	20.0	25.1	339.6	377.8	8,580	10,787	145,676	162,096
‡Southwestern Edition	18.7	24.0	349.8	389.4	8,026	10,283	150,053	167,031
Average 2 Editions	19.5	24.7	343.6	382.4	8,364	10,590	147,383	164,017
Progressive Farmer: (mon)								
‡Carolina-Va. Edition	40.7	40.8	736.2	813.6	27,681	27,733	500,582	553,269
‡Ga.-Ala.-Fla. Edition	40.2	41.3	761.3	819.2	27,358	28,078	517,679	557,060
‡Ky.-Tenn.-W. Va. Edition	37.8	36.9	698.9	768.7	25,701	25,114	475,248	522,705
‡Miss.-La.-Ark. Edition	37.6	37.4	712.2	761.5	25,539	25,412	484,267	517,815
‡Texas Edition	38.2	37.9	718.9	786.1	25,959	25,840	488,877	534,574
Average 5 Editions	38.9	38.9	725.5	789.8	26,448	26,435	493,333	537,085
Successful Farming (mon)	40.7	42.7	760.9	858.9	18,320	19,218	342,404	386,489
Total Group	146.1	165.8	2,596.2	2,848.1	73,303	81,787	1,311,819	1,438,065

‡Not included in totals.

Youth

American Girl	13.7	15.8	265.0	289.1	5,856	6,777	113,643	124,036
Boys' Life	35.7	40.6	309.4	343.3	24,285	27,641	210,409	233,427
Co-ed	8.8	9.0	209.3	167.4	3,685	3,794	87,910	70,287
Scholastic Magazines	16.1	26.3	355.2	430.2	7,123	11,035	149,190	180,642
Scholastic Roto	7.2	9.3	61.5	81.7	6,325	8,124	53,837	71,403
Teen Magazine	16.5	17.3	158.4	192.5	6,916	7,294	66,528	80,864
Total Group	98.0	118.3	1,358.8	1,504.2	54,190	64,665	681,517	760,659

(Continued on Page 80)

	Pages				Lines			
	Dec. 1961	Dec. 1960	Jan.-Dec. 1961	Jan.-Dec. 1960	Dec. 1961	Dec. 1960	Jan.-Dec. 1961	Jan.-Dec. 1960
Mechanics & Science								
Mechanix Illustrated	48.8	60.1	690.5	783.7	10,923	13,453	154,661	175,544
Popular Electronics	54.8	54.1	605.5	599.0	12,268	12,107	135,632	134,176
Popular Mechanics	74.4	91.5	1,118.0	1,266.0	16,671	20,507	250,440	283,575
Popular Science	61.3	86.6	971.8	1,126.5	13,742	19,403	217,705	252,349
Science & Mechanics	63.4	74.5	600.7	559.3	14,197	16,679	134,534	125,291
Total Group	302.7	366.8	3,986.5	4,334.5	67,801	82,149	892,972	970,935
Outdoor & Sport								
American Rifleman	49.4	49.6	624.0	619.1	21,187	21,273	267,731	265,624
Field & Stream	65.9	60.1	790.2	821.9	28,280	25,767	338,975	352,582
Fur-Fish-Game	22.0	20.3	280.4	263.5	9,417	8,694	119,304	113,042
Guns	37.7	29.1	374.0	344.5	16,173	12,484	160,444	147,803
Outdoor Life	49.0	42.2	752.6	796.5	21,018	18,108	322,863	341,721
Sports Afield	34.8	35.9	630.8	675.8	14,938	15,414	270,673	289,914
Total Group	258.8	237.2	3,452.0	3,521.3	111,013	101,740	1,479,990	1,510,686
Detective & Fiction								
Dell Men's Group	6.7	9.3	102.7	131.6	2,888	3,975	44,111	56,408
Thrilling Group	10.7	8.4	112.0	101.9	2,399	1,900	24,860	22,851
Total Group	17.4	17.7	214.7	233.5	5,287	5,875	68,971	79,259
Newspaper Sections (I)								
(Nationally distributed with Sunday newspapers)								
†The American Weekly	13.4	16.4	248.4	304.9	11,350	13,977	211,178	259,168
†Family Weekly	26.5	24.4	446.2	443.3	22,552	20,708	379,470	376,788
†Parade	40.5	43.2	588.3	630.5	34,472	36,742	500,086	535,888
†This Week Magazine	64.5	55.2	774.2	849.3	54,785	46,922	658,067	721,868
Total Group	144.9	139.2	2,057.1	2,228.0	123,159	118,349	1,748,801	1,893,712

†Five issues December 1961; four issues December 1960.

	Pages				Lines			
	Nov. 1961	Nov. 1960	Jan.-Nov. 1961	Jan.-Nov. 1960	Nov. 1961	Nov. 1960	Jan.-Nov. 1961	Jan.-Nov. 1960
Newspaper Sections (II) (November)								
(All other newspaper sections)								
Chicago Tribune Magazine	269.3	309.9	2,019.5	2,045.7	228,893	263,406	1,716,593	1,738,849
New York Times Magazine	386.5	387.2	3,255.0	3,366.3	328,496	329,094	2,766,733	2,861,328
Philadelphia Inquirer	129.2	153.8	1,116.9	1,357.3	109,802	130,751	949,932	1,153,839
Suburbia Today	16.8	15.8	171.8	172.9	14,309	13,434	146,120	146,691
Total Group	801.8	866.7	6,563.2	6,942.2	681,500	736,685	5,579,378	5,900,707

	Pages				Lines			
	Dec. 1961	Dec. 1960	Jan.-Dec. 1961	Jan.-Dec. 1960	Dec. 1961	Dec. 1960	Jan.-Dec. 1961	Jan.-Dec. 1960
Comics Magazines								
American Comics Group	7.0	7.0	84.0	84.0	2,646	2,646	31,752	31,752
Archie Comic Group	8.0	7.0	43.0	42.5	3,024	2,646	16,254	16,068
Harvey Comics Group	8.0	8.0	96.0	97.0	3,024	3,024	36,288	36,666
National Comics Group:								
Blue Unit	5.0	4.0	60.5	61.0	1,890	1,512	22,869	23,058
Red Unit	6.5	5.5	63.0	62.5	2,457	2,079	23,814	23,625
Total Group	34.5	31.5	346.5	347.0	13,041	11,907	130,977	131,169
Canadian								
Canadian Homes	25.5	33.1	313.5	433.5	17,356	22,500	213,202	294,772
Chatelaine:								
Canadian Home Journal	51.7	59.5	722.4	790.9	35,137	40,486	491,251	537,837
†Revue Moderne	42.4	31.8	513.5	117.4	28,828	21,598	349,195	79,827
Liberty	23.3	28.9	245.7	295.6	9,996	12,820	105,402	128,105
Maclean's	68.0	70.1	797.4	925.5	46,239	47,658	542,207	629,308
‡Le Magazine Maclean	35.8	—	308.4	—	24,369	—	209,684	—
The Montrealer	30.7	20.5	230.4	212.5	12,894	8,610	96,768	89,250
Reader's Digest:								
English Edition	92.0	93.5	1,057.0	1,206.3	16,744	17,017	192,374	219,538
French Edition	94.0	99.0	1,102.0	1,279.0	17,108	18,018	200,564	232,778
Revue Populaire	15.2	20.9	180.8	280.9	10,685	14,633	126,623	196,935
*Samedi	14.3	14.8	123.2	178.7	9,977	10,346	86,228	125,084
#Saturday Night	41.3	57.3	374.1	490.9	17,338	24,077	157,159	206,218
#Time-Canadian	177.8	216.2	1,508.3	1,799.1	74,620	90,790	633,465	755,965
Total Group	492.9	472.1	5,594.3	5,720.3	229,333	213,686	2,613,498	2,533,434

†First published October 1960. ‡First published March 1961. #Not included in totals; as December figures were unavailable as this issue went to press November figures are shown. *Changed from bi-weekly to monthly publication August 1961.

	Pages				Lines			
	Dec. 1961	Dec. 1960	Jan.-Dec. 1961	Jan.-Dec. 1960	Dec. 1961	Dec. 1960	Jan.-Dec. 1961	Jan.-Dec. 1960
Canadian National Weekend Newspapers (Rotogravure Linage)								
La Patrie	6.7	16.2	87.6	251.8	6,024	14,560	78,818	226,663
Perspectives	79.2	69.3	872.6	880.5	77,260	67,586	850,812	858,540
La Presse	57.9	72.8	872.3	978.5	52,162	65,588	785,091	880,721
Star Weekly	69.8	73.4	829.1	1,057.0	61,057	64,268	725,523	924,859
Weekend Magazine	85.2	86.3	1,072.9	1,161.6	83,036	84,153	1,046,110	1,132,591
Total Group	298.8	318.0	3,734.5	4,329.4	279,539	296,155	3,486,354	4,023,374
§Foreign (December)								
Popular Mechanics:								
Popular Mekanik (Danish)	16.0	26.0	198.7	259.7	3,360	5,460	41,727	54,544
PM (Dutch Edition)	12.8	9.0	146.3	112.4	2,688	1,890	30,733	23,612
Mecanique Populaire (French)	28.5	34.3	308.7	315.9	6,384	7,672	69,148	70,772
Populare Mechanik (German)	5.9	5.1	73.7	62.8	1,322	1,148	16,507	14,077
Mecanica Popular (Latin America):								
Brazil (Portuguese)	20.4	58.8	247.1	291.4	4,569	13,171	55,259	65,273
Mexican-Caribbean (Spanish)	15.8	24.0	227.3	299.6	3,539	5,390	50,914	67,116
So. Hemisphere (Spanish)	11.5	14.5	148.7	165.3	2,576	3,346	33,319	37,128
Popular Mekanik (Swedish)	7.0	11.0	90.1	125.5	1,470	2,310	18,912	26,348
Total Group	117.9	182.7	1,440.6	1,632.6	25,908	40,387	316,519	358,870

§Because current month linage figures for several publications are not yet available this group is broken into a December and November sections.

	Pages				Lines			
	Nov. 1961	Nov. 1960	Jan.-Nov. 1961	Jan.-Nov. 1960	Nov. 1961	Nov. 1960	Jan.-Nov. 1961	Jan.-Nov. 1960
Foreign (November)								
Hablemos	17.1	19.6	183.1	221.0	14,322	16,464	153,804	185,640
Life International	87.1	102.5	852.5	931.5	59,245	69,785	579,785	633,505
European Edition	99.7	—	354.4	—	67,915	—	241,060	—
Life En Espanol	46.6	58.4	463.1	529.7	31,790	39,780	314,925	360,315
Caribbean Edition	72.6	89.6	677.3	773.7	49,470	61,030	460,615	526,235
Mexican Edition	74.6	86.2	643.1	734.5	50,830	58,650	437,325	499,545
Newsweek:								
Pacific Edition	111.8	113.3	1,154.0	1,155.8	46,968	47,599	484,813	485,449
European Edition	97.5	100.0	1,039.5	960.7	40,950	42,000	436,664	403,477
Reader's Digest:								
Arabic	27.0	38.0	330.5	411.5	4,914	6,232	60,151	67,486
Argentine	91.0	74.5	696.0	626.5	16,562	13,560	126,672	114,023
Australian	72.3	125.3	699.8	887.3	13,150	22,796	127,355	161,480
Austrian	100.0	96.0	711.9	733.0	17,700	17,472	129,564	133,406
Belgian	75.0	76.5	623.0	568.5	14,025	13,388	116,501	99,488
Brazilian	108.0	119.0	973.5	970.0	19,656	20,825	177,177	169,750
British	137.5	108.0	849.5	913.0	25,575	20,088	158,007	169,818
Caribbean	52.0	67.5	508.0	705.5	9,464	12,285	92,456	128,401
Danish	49.0	78.3	405.8	490.3	8,918	13,303	73,847	83,343
Dutch	76.5	89.5	686.5	690.5	13,923	16,289	124,943	125,671
Finnish	39.5	34.0	294.5	301.0	7,189	6,324	53,599	55,986
French	195.0	198.0	1,376.3	1,353.2	36,465	34,650	250,487	246,283
Swiss-French	49.0	44.0	376.0	344.0	9,163	7,700	70,312	60,200
German	190.0	166.0	1,305.0	1,242.0	33,630	30,212	230,985	226,044
Swiss-German	53.0	51.0	437.8	407.8	9,646	9,282	79,656	74,196
Iberian	110.5	98.0	962.9	837.0	19,780	17,836	175,241	152,334
Indian	94.0	81.0	704.0	633.0	17,484	14,742	130,944	115,206
Italian	130.0	126.5	958.5	912.5	23,660	21,758	174,447	156,950
Japanese	39.0	54.5	357.0	409.5	6,708	9,156	61,404	68,796
Mexican	57.5	66.0	528.5	553.5	10,465	12,012	96,187	100,737
New Zealand	82.3	57.5	478.3	434.5	14,982	10,465	87,042	79,079
Norwegian	49.5	60.5	520.0	508.5	8,514	10,285	89,440	86,445
Overseas Military	54.0	38.0	475.0	457.0	9,864	6,916	86,450	83,174
South African	88.0	114.0	848.8	854.7	16,368	20,406	154,473	155,551
Southern Hemisphere	27.0	29.0	235.0	250.0	4,914	5,278	42,770	45,500
Swedish	77.0	75.0	592.5	618.0	14,322	13,950	110,205	114,948
Time International:								
Time-Atlantic	139.1	150.2	1,377.9	1,501.2	58,730	63,070	578,655	630,490
Time-Latin American	101.6	107.5	1,003.8	1,070.3	42,630	45,115	421,540	449,505
*Time-Pacific	—	118.6	—	1,156.3	—	49,770	—	485,625
Time-Asia	117.0	—	1,124.4	—	49,140	—	472,220	—
Time-South Pacific	91.0	—	839.9	—	38,220	—	352,695	—
Vision:								
Visao (Portuguese Edition)	161.0	204.0	1,522.2	1,767.7	67,620	85,680	639,310	742,420
Mexican Edition	111.0	122.0	1,130.3	1,210.8	46,620	51,240	474,740	508,550
Spanish Edition	94.3	104.5	958.0	993.7	39,620	43,890	402,360	417,340
Total Group	3,545.6	3,542.0	30,258.1	30,119.2	1,091,111	1,061,283	9,520,726	9,402,391

*Time-Pacific split into two editions—Time-Asia and Time-South Pacific—January 1961.

Edrick Joins Peskin

Elliot Edrick, formerly in the advertising departments of Royal Electric Co. and Servomechanisms Inc., has joined Lawrence Peskin Inc., New York, as vp. With the arrival of Mr. Edrick, the agency has changed its name to Lawrence Peskin & Edrick.

Papert Adds Two from B&B

John B. Collins, formerly assistant media director of Benton & Bowles, has joined Papert, Koenig, Lois, New York, as media supervisor. Joseph M. McCarthy, formerly a media buyer of Benton & Bowles, has joined Papert as a media buyer.

Ideas for Home Builders Contest Winners Named

Owens-Corning Fiberglas Corp., Toledo, won the president's citation for its salesmaker's course and kit, termed the "most successful home merchandising idea in 1961," in the 1961 Ideas for Home Builders Contest. The contest was co-sponsored by the National Assn. of Home Builders and the Producers' Council, Washington.

Two exceptional merit awards were won by National Lumber Manufacturers Assn., Washington, for its series of six four-color ads, and a series of five ads, both prepared by VanSant, Dugdale & Co. Other exceptional merit awards were won by California Redwood Assn., San Francisco, for literature; Barrett division of Allied Chemical Corp., New York, for literature; Georgia-Pacific Corp., Portland, Ore., for literature, prepared by McCann-Erickson; Owens-Corning Fiberglas Corp., for sales aids and promotional material; and U.S. Gypsum Co., Chicago, for a tv program, prepared by Ray-Eye Productions.

George Green Offers TV Station Publicity Service

George Green Associates, New York, pr company, has established a new division, Television Station Service, to provide a publicity service for stations. The service has been limited to one station per market. Monthly summaries of the activities of its member stations will be circulated to time buyers and media planners of agencies, advertisers and publications.

The new division will be under the supervision of George Green, head of the pr company. Other company executives who will serve with the new division include Roy V. Smith, as station relations, agency and network director, and Jack Coneybear, vp, as publicity service director.

Mellon Bank Backs Pirates

Mellon National Bank & Trust Co., Pittsburgh, has signed for one-third sponsorship of the radio-tv broadcasts of the Pittsburgh Pirates baseball games during the 1962 season. The broadcasts will be carried on four tv and 21 radio stations. The agency for the Mellon bank is Fuller & Smith & Ross. Atlantic Refining Co. and Pittsburgh Brewing Co. will continue their longtime sponsorship of the Pirate schedule.

MOODY MONTHLY'S

102,368

Average Net Paid for First Six Months of 1961

LARGEST AND MOST INFLUENTIAL CIRCULATION

(INTERDENOMINATIONAL)

in the Conservative Protestant

CHURCH MARKET

For complete folder of Media Fact Sheets on reader survey, call or write today—

LAWRENCE ZELTNER, advertising manager

MOODY MONTHLY

820 N. LaSalle Street • Chicago 10, Illinois

COLOR TV SALES 50% AHEAD OF PREVIOUS PEAK PERIOD

1961 Color TV set sales are reported to be 50% higher than 1960 sales were for the same period. The big breakthrough in Color TV is here. To learn how to make it pay off for you, contact W. E. Boss, Director, Color Television Coordination, RCA, 30 Rockefeller Plaza, New York 20, N. Y., Tel: CO 5-5900.

TESTED AND APPROVED

CONSUMERS INSTITUTE

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WASH. 1, D.C.

To qualify to display. Write 29H St. NW Wash. 1, D.C.

Along the Media Path

Eight northwestern Ohio radio stations on Thanksgiving Day joined forces and formed the Mercy Bowl Network to broadcast the Bowling Green State University-Fresno State University football game. Proceeds from the all-charity affair benefited victims of the California Poly football team crash at Toledo Express Airport, Oct. 30, when 22 players were killed and 26 were injured. Stations donating their broadcast time were **WTOL-AM-FM,** Toledo, **WFOB,** Fostoria, **WRWR-FM,** Port Clinton, **WLEC,** Sandusky, **WONW,** Defiance, **WMRN,** Marion, and **WMGS,** Bowling Green.

• **WSOC** and **WSOC-TV,** Charlotte, N.C., have received a citation from North Carolina Governor Terry Sanford for their "outstanding public service in supporting the state-wide campaign to bring home the battleship USS North Carolina." **WSOC-TV** also received a commendation from the U.S. Treasury Dept. for its patriotic service to the country through participation in the U.S. Savings Bond program.

• **McGraw-Hill Publishing Co.** will carry a 16-page special editorial insert, "Nuclear Attack & Industrial Survival" in all of its 29 publications in January.

• Effective with its Dec. 16-17 edition, the **St. Louis Globe-Democrat** added a new television magazine to its weekend edition, *TV Digest.*

• The **Banner,** Bennington, Vt., has converted from letterpress to offset printing process, following a $150,000 modernization program which included installation of a new 16-page offset press.

• "How to Use Television Successfully," a guide to aid retailers in television preparation and planning, has been published by the sales promotion division of the **National Retail Merchants Assn.** in cooperation with the **Television Bureau of Advertising.** Additional information may be obtained from the Television Bureau of Advertising, 1 Rockefeller Plaza, New York.

• Almost 300 volunteer "citizen's band" two-way radio operators took part in a massive mobilization of radio-equipped cars in the Washington metropolitan area on Dec. 17 in connection with the 26th Operation Dollhouse, sponsored by **WRC** and **WRC-TV.** Persons wishing to donate dolls, toys and cash donations for distribution to underprivileged area children called the station, where switchboard operators took their names and addresses and then relayed the information to one of twelve fixed or base "citizen band" stations which controled the fleet of radio-equipped cars.

• Effective Dec. 5, **KSHE,** St. Louis fm station, began broadcasting in full dimensional stereo sound from sign on to sign off.

• **Grit Publishing Co.,** Williamsport, Pa., is conducting a test-your-advertising-savvy contest, in which contestants are given the opportunity to match "read thoroughly" ratings with Mills Shepard readership studies. Four ads from *Grit's* postmark campaign are being used as the basis of comparison. Winners will receive copies of "Lost Towns & Roads of America," by J. R. Humphreys.

• A continuing research study of the audience which listens to the 9,000,000 portable radios sold each year, was announced by William K. McDaniel, exec vp, **NBC Radio Network,** at NBC's 35th anniversary celebration in Beverly Hills. The pilot study, conducted for NBC by C. E. Hooper Inc., revealed that an average 14.3% increase over the measured audience is delivered by portable radios in the home in 10 cities surveyed.

• "So You Haven't Time to Read Business Publications," a pocket-size pamphlet giving advice on selection of business publications, is available from **Monetary Times Publications,** 341 Church St., Toronto 2. #

Campbell-Mithun Adds Cutler, Canada; Names Clifford

Cutler-Hammer Canada Ltd., Toronto, new electrical control company, has named Campbell-Mithun, Minneapolis, its agency. Campbell-Mithun is agency of record for the Cutler-Hammer parent company in Milwaukee and several divisions. The new subsidiary replaces a Canadian licensing arrangement.

Campbell-Mithun also has named John C. Clifford, formerly an account executive of Batten, Barton, Durstine & Osborn, New York, an account executive.

Ripley Adds Minock

Virginia Minock has joined John A. Ripley Advertising, Los Angeles, as assistant to the president. Mrs. Minock was formerly with the *Los Angeles Daily News,* Fashion Publications and Los Angeles County Museum.

NBP Sets Guidon Award

National Business Publications has announced a new award, the silver guidon award, for specialized business communication research. Entry forms are being mailed to all qualified publications. Deadline is June 30, 1962.

Best Buy in Ohio..
Sterling
OUTDOOR ADVERTISING CO.
12¢ per thousand
9.3 T.A.B. rating
an H. H. SEFF CO.
established over a Third of a Century
56 N. Summit St. Akron, Ohio

Per-Car Ad Cost Drops to $31.70 in '60

(Continued from Page 3)

per-car cost should go down considerably in 1961. The established car with the highest per-car cost in 1960 was Chrysler's Imperial, which had a cost of $147.48, with an investment of $2,412,860 in measured media to sell 16,360 cars.

■ The next lowest-ad-cost-per-car honor was held in 1960 by Chevrolet, which sold the most cars. Chevy had a per-car cost of $19.20, spending $28,185,149 to sell 1,466,940 cars.

Ford's compact Falcon was third, with a per-car cost of $21.74. It spent $7,631,774 in measured media and sold 351,030 cars.

Next in cost comes the Dodge, with an ad-cost per car of $23.58, based on investment of $8,016,326, and registrations of 339,962 units.

Plymouth's cost per car was $33.22, with advertising spent on it totaling $8,393,366, and 252,629 cars sold.

Closely following is Pontiac, which had an ad cost of $33.24. It sold 387,311 cars with an ad investment of $12,875,340.

■ Comet, the Lincoln-Mercury division's compact, had an ad cost of $35 05 per car, with an ad investment of $5,521,547 and 157,515 cars sold.

Rambler followed with an ad cost per car of $35.93, having had an ad investment of $15,173,721 to sell 422,273 cars.

Buick managed to sell cars at an advertising cost for each of $38.70. It spent $9,773,479 in advertising to sell 252,368 units.

Chrysler's Valiant compact, with an ad investment of $7,736,028 and registered sales of 192,961, cost $40.09 per car in advertising.

Corvair, Chevy's compact, had an ad cost per car of $43.60. Its ad investment was $10,025,982 and 229,985 cars were sold.

Oldsmobile sold 338,565 units at $44 per car. It spent a total of $14,903,476 in advertising.

■ It cost $48.25 per car to sell Cadillacs in 1960. Ad investment was $7,207,331 and 149,593 cars were sold.

Mercury's per-car ad cost was $52. Ad investment was $7,835,804 and 150,724 cars were sold.

Chrysler passenger cars cost $71.40 each to advertise. A total of $5,694,593 was spent to sell 79,752 of these cars.

Studebaker's two entries come next in line. It cost $83.10 per car in advertising for the Hawk, with an ad investment of $512,778 and sales of 6,187. The Lark sold 100,059 cars which, with an ad investment of $8,352,692, gave it an ad cost per car of $83.47.

Buick's compact Special, introduced in 1960, had an ad cost per car of $91.50. A total of 15,469 cars were sold with an ad investment of $1,415,080.

■ The De Soto, which sold 23,063 cars in 1960, had an ad cost per car of $95.08 and total ad investment of $2,192,848. (Chrysler stopped producing the De Soto with the 1960 model.)

Another compact introduced in 1960, Dodge's Lancer, had an ad cost of $97.70 per car with a total investment of $1,656,100 and sales of 16,610.

And Oldsmobile's compact F-85, another 1960 entry, had an ad cost of $107.55. Total ad investment was $1,853,894 and sales were 17,233.

Lincoln's ad cost per car was $134.79, based on an ad investment of $2,791,650 and sales of 20,711.

It should be kept in mind, as mentioned above for the Tempest, that the figures for compacts introduced in 1960 probably are not representative of future performance, and that sales should be higher and ad costs per car lower in their first full year on the market.

A table showing ad costs for each of the major models, with total spending in measured media and registered sales for the full ten years Advertising Age has conducted this study, is shown on Page 83.

When AA began this study 10 years ago, it was hoped we would be able to present an informative picture over the years of comparative ad costs for major American cars, whose registration figures and measured-media spending are available. However, a number of factors have operated to muddle this picture somewhat.

■ For one thing, the measured-media figures have varied. Network radio ceased to be measured in 1955; spot television has been measured only since the fourth quarter of 1955; and outdoor since 1955.

Another factor has been the result of competition in the industry. Some cars have disappeared from the scene, such as the Packard; new cars have appeared (e.g., the Imperial), and in 1959 the industry floated a raft of new compact cars, which were included in last year's study. Furthermore, this situation promises to continue in the next few years at least, with new compacts and new senior compacts or intermediates being launched. This year 24 models are included in the table compared with last year's 21 1959 models.

■ For this reason, we are including for the first time this year a new table (shown in the columns below) consolidating advertising and sales figures by divisions. It is hoped that this supplementary table will offer a more stable basis to make comparisons in the future, since the new cars are marketed in terms of the established divisions, and are usually referred to in terms of the divisions, e.g., the Ford Falcon, the Pontiac Tempest, the Buick Special.

Furthermore, the new table offers some interesting new perspectives of the automobile advertising tableau. For example, a glance reveals graphically the fact that General Motors' Chevrolet division alone disposes of slightly more advertising monies in a year than Chrysler Corp.; two-and-a-half times more than American Motors; and nearly four times as much as Studebaker-Packard Corp.

The new table also shows that while ad costs per car may fluctuate greatly among individual models, per-car costs for divisions are relatively less spectacular, and come close to the over-all industry per-car cost.

■ The per-car cost figures in this study were calculated by Advertising Age, using advertising figures reported by various media organizations and measuring services and sales figures based on new car registration reported in the 1961 *Automotive News Almanac*.

Readers should keep in mind that the advertising figures in this study represent only a part of what is actually spent on these cars by the makers. Furthermore, the advertising investments here reported are only, in most cases, gross figures, not taking into account frequency rate discounts for space or time, and not including, in the case of television, production, talent and other costs for shows and commercials.

■ These figures include factory-placed ads in newspapers, magazines, network and spot tv and outdoor. Network radio has not been measured since 1955; spot radio figures are not given, since they are given only by corporations without individual breakdowns for various models. Spot tv has been measured only since the fourth quarter of 1955 and is included in this computation for the fourth time.

In many cases, where the measured figures given were for two or more makes, we have split the figure evenly and redistributed the amount so derived among the makes to become a part of their total advertising.

Important advertising media used by the auto makers but omitted from this study because reports of the makers' expenditures are not available are direct mail and point of sale, dealer helps and company-published magazines, dealer-placed advertising plus other advertising.

All advertising statistics reported here were compiled and published by Leading National Advertisers Inc.; Publishers Information Bureau; Bureau of Advertising, ANPA; Outdoor Advertising Inc.; and the Television Bureau of Advertising from N. C. Rorabaugh data. #

CAR SIZE GUIDE

SMALL
(FOREIGN MAKES)

(ALL LENGTHS GIVEN ARE FOR SEDANS)

COMPACT

	Length		Length		Length
Rambler American	173.1	Plymouth Valiant	184.2	Pontiac Tempest	189.3
Chevrolet Corvair	180.0	Studebaker Lark 4-Dr.	188.0	Rambler Classic	190.0
Ford Falcon	181.1	Oldsmobile F-85	188.2	Rambler Ambassador	190.0
Chevy II	183.0	Buick Special	188.4	Mercury Comet	194.8
Studebaker Lark 2-Dr.	184.0	Dodge Lancer	188.8	Ford Fairlane	197.6
				AVERAGE 1962	186.7

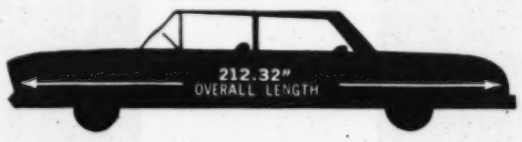
STANDARD

	Length		Length		Length
Plymouth	202.0	Oldsmobile 88	213.9	Chrysler New Yorker	219.3
Dodge Dart	202.0	Buick LeSabre, Invicta	214.1	Oldsmobile 98	220.0
Mercury Meteor	203.8	Chrysler Newport, "300"	214.9	Buick Electra	220.1
Ford Galaxie	209.3	Mercury Monterey	215.5	Cadillac 60, 62, 63	222.0
Chevrolet	209.6	Pontiac Star Chief & Bonneville	218.6	Imperial	227.1
Pontiac Catalina	211.6			Cadillac 75	242.3
Lincoln Continental	213.0				

MISCELLANEOUS
(SPORTS AND SPECIAL)

	Length		Length		Length
Corvette	176.7	Studebaker Hawk	204.0	Thunderbird	205.0

AVERAGE ALL U.S. 1959 MODELS
(POST WAR HIGH)



AVERAGE ALL U.S. 1962 MODELS
(POST WAR LOW)

CARS CARS CARS—*The proliferation of various-size models of cars in the past few years is illustrated in this graph developed by American Motors Corp. This table shows some 1962 models introduced this year which do not appear in AA's ad cost study.*

Sales, Advertising and Ad Cost by Maker and Division

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	Unit Sales	Per Cent of Total	Ad Investment	Per Cent of Total	Ad Cost per Car
AMERICAN MOTORS (Rambler)	422,273	6.95	$ 15,173,721	7.88	$35.93
CHRYSLER CORP.	921,337	15.18	36,102,121	18.76	39.18
Chrysler division (Chrysler, Imperial)	96,112	1.58	8,107,453	4.21	84.35
Dodge division (Dart-Polara, Lancer)	356,572	5.87	9,672,426	5.02	27.12
Plymouth-DeSoto-Valiant division	468,653	7.72	18,322,242	9.52	39.10
FORD MOTOR CO.	1,749,302	28.82	44,066,582	22.89	25.19
Ford division (Falcon, Ford, Thunderbird)	1,420,352	23.40	27,917,581	14.50	19.65
Lincoln-Mercury division (Lincoln, Mercury, Comet)	328,950	5.42	16,149,001	8.39	49.10
GENERAL MOTORS CORP.	2,869,799	47.28	88,234,080	45.84	30.75
Buick division (Buick std., Special)	267,837	4.41	11,188,559	5.81	41.77
Cadillac division	149,593	2.46	7,207,331	3.74	48.18
Chevrolet division (Chevrolet std., Corvair)	1,696,925	27.96	38,211,131	19.85	22.51
Oldsmobile division (Oldsmobile std., F-85)	355,798	5.86	16,757,370	8.70	47.10
Pontiac division (Pontiac, Tempest)	399,646	6.58	14,869,689	7.72	37.20
STUDEBAKER-PACKARD CORP. (Lark, Hawk)	106,244	1.75	8,865,470	4.60	83.44
TOTAL	*6,068,955	100.00	$192,441,974	100.00	$31.70

*This figures excludes 507,695 registered sales for miscellaneous makes; the per cent of total sales figure is based on the figure shown in total above.

Advertising Costs per Car for Individual Models

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Sales of leading makes of automobiles listed in order of the 1960 advertising expenditures related to the amount invested for each in magazines, newspapers (including Sunday sections), network radio (up to the first seven months in 1955 only), network television, spot television, farm magazines, and outdoor (beginning in 1955 only) during the past ten years. Expenditures for dealer co-op ads, spot radio, etc., are not included. Figures do not include cars imported into the U. S.

	1960	1959	1958	1957	1956	1955	1954	1953	1952	1951
CHEVROLET (GM)										
Cars sold	1,466,940	1,371,472	1,233,477	1,456,288	1,565,399	1,640,681	1,417,453	1,342,480	852,542	1,067,042
Ad investment	$28,185,149	$32,419,497	$29,490,706	$27,839,049	$30,375,565	$32,111,798	$15,376,568	$10,661,320	$ 5,705,310	$ 5,819,786
Ad cost per car	$19.20	$23.63	$23.90	$19.12	$19.40	$19.57	$10.85	$7.94	$6.69	$5.45
FORD										
Cars sold	1,069,322	1,405,031	1,028,160	1,493,617	1,375,343	1,573,276	1,400,440	1,116,267	732,481	862,309
Ad investment	$20,285,807	$29,825,824	$23,541,782	$24,224,860	$29,734,767	$29,339,591	$15,281,987	$10,319,786	$ 6,993,760	$ 6,422,364
Ad cost per car	$18.97	$21.23	$22.90	$16.22	$21.62	$18.65	$10.91	$9.24	$9.55	$7.45
RAMBLER (AM)										
Cars sold	422,273	368,464	186,180	103,260	——	——	——	——	——	——
Ad investment	$15,173,721	$11,619,374	$ 4,872,862	$ 2,507,444	——	——	——	——	——	——
Ad cost per car	$35.93	$31.53	$26.17	$24.28	——	——	——	——	——	——
PONTIAC (GM)										
Cars sold	387,311	381,827	229,707	319,719	358,668	530,007	358,167	385,692	266,351	337,821
Ad investment	$12,875,340	$11,769,047	$ 7,055,189	$10,361,734	$11,429,340	$11,832,100	$ 7,681,443	$ 5,999,081	$ 3,161,835	$ 3,510,572
Ad cost per car	$33.24	$30.82	$30.72	$32.41	$31.86	$22.32	$21.45	$15.55	$11.87	$10.39
FALCON (Ford)										
Cars sold	351,030	63,420	——	——	——	——	——	——	——	——
Ad investment	$ 7,631,774	$ 1,935,662	——	——	——	——	——	——	——	——
Ad cost per car	$21.74	$30.52	——	——	——	——	——	——	——	——
DODGE (Chrysler)										
Cars sold	339,962	167,040	135,481	257,488	220,208	284,323	154,789	288,812	246,464	298,603
Ad investment	$ 8,016,326	$11,360,246	$ 9,792,589	$13,505,975	$12,494,568	$13,667,639	$ 6,725,601	$ 6,230,060	$ 5,360,043	$ 5,055,922
Ad cost per car	$23.58	$68.01	$72.28	$52.45	$56.74	$48.07	$43.45	$21.57	$21.75	$16.93
OLDSMOBILE (GM)										
Cars sold	338,565	360,008	306,473	371,596	437,896	589,515	407,150	305,593	218,189	273,472
Ad investment	$14,903,476	$12,153,857	$11,353,459	$12,890,157	$15,134,157	$12,098,426	$ 7,725,352	$ 6,217,106	$ 3,961,264	$ 4,549,299
Ad cost per car	$44.00	$33.76	$37.04	$34.69	$34.56	$20.52	$18.97	$20.34	$18.16	$16.64
PLYMOUTH (Chrysler)										
Cars sold	252,629	381,310	390,774	595,503	483,756	647,352	381,078	600,447	433,134	542,649
Ad investment	$ 8,393,366	$12,272,332	$11,963,604	$16,606,662	$12,415,895	$13,804,850	$ 5,945,667	$ 5,089,357	$ 3,316,481	$ 4,390,353
Ad cost per car	$33.22	$32.18	$30.61	$27.89	$25.66	$21.33	$15.64	$8.48	$7.66	$8.09
BUICK (GM)										
Cars sold	252,368	245,508	263,871	394,553	529,371	737,879	513,497	454,320	310,806	392,285
Ad investment	$ 9,773,479	$10,465,035	$ 9,963,385	$14,008,943	$18,410,623	$19,728,597	$12,179,340	$10,580,921	$ 7,404,122	$10,256,584
Ad cost per car	$38.70	$42.63	$37.76	$35.51	$34.78	$26.74	$23.72	$23.29	$23.82	$26.15
CORVAIR (GM)										
Cars sold	229,985	44,334	——	——	——	——	——	——	——	——
Ad investment	$10,025,982	$ 2,534,626	——	——	——	——	——	——	——	——
Ad cost per car	$43.60	$57.17	——	——	——	——	——	——	——	——
VALIANT (Chrysler)										
Cars sold	192,961	7,462	——	——	——	——	——	——	——	——
Ad investment	$ 7,736,028	$ 2,133,640	——	——	——	——	——	——	——	——
Ad cost per car	$40.09	$285.93	——	——	——	——	——	——	——	——
COMET (Ford)										
Cars sold	157,515	——	——	——	——	——	——	——	——	——
Ad investment	$ 5,521,547	——	——	——	——	——	——	——	——	——
Ad cost per car	$35.05	——	——	——	——	——	——	——	——	——
MERCURY (Ford)										
Cars sold	150,724	157,830	136,121	260,575	274,603	371,834	269,926	287,717	185,883	233,339
Ad investment	$ 7,835,804	$ 8,589,977	$ 9,422,047	$11,947,706	$10,253,462	$12,640,634	$ 6,656,950	$ 7,994,715	$ 5,023,731	$ 4,777,885
Ad cost per car	$52.00	$54.43	$69.21	$45.85	$37.34	$34.00	$24.66	$27.79	$27.03	$20.48
CADILLAC (GM)										
Cars sold	149,593	135,113	122,545	141,209	132,952	141,038	110,328	98,612	87,806	97,093
Ad investment	$ 7,207,331	$ 6,982,000	$ 5,936,729	$ 6,913,472	$ 6,807,167	$ 5,827,202	$ 3,954,514	$ 3,420,435	$ 3,672,902	$ 2,396,919
Ad cost per car	$48.25	$51.68	$48.44	$48.96	$51.20	$41.32	$35.84	$34.69	$41.83	$24.69
LARK (Studebaker)										
Cars sold	100,059	127,455	——	——	——	——	——	——	——	——
Ad investment	$ 8,352,692	$ 6,418,787	——	——	——	——	——	——	——	——
Ad cost per car	$83.47	$50.36	——	——	——	——	——	——	——	——
CHRYSLER										
Cars sold	79,752	64,269	58,532	106,436	106,853	156,458	101,741	153,756	113,392	149,435
Ad investment	$ 5,694,593	$ 5,414,138	$ 4,745,681	$11,570,082	$11,010,774	$13,416,150	$ 6,471,872	$ 5,433,074	$ 3,389,231	$ 3,868,512
Ad cost per car	$71.40	$84.24	$81.07	$108.70	$103.04	$85.75	$63.61	$35.34	$34.12	$22.68
DE SOTO (Chrysler)										
Cars sold	23,063	42,399	47,859	103,915	100,766	118,062	76,739	122,342	91,677	112,643
Ad investment	$ 2,192,848	$ 4,423,725	$ 4,448,923	$ 4,266,534	$ 6,621,212	$ 6,696,125	$ 4,501,419	$ 4,110,102	$ 3,224,172	$ 3,931,809
Ad cost per car	$95.08	$104.34	$92.96	$41.06	$65.71	$56.72	$58.66	$33.60	$35.17	$34.91
LINCOLN (Ford)										
Cars sold	20,711	28,803	26,537	34,808	42,598	35,017	36,251	39,169	29,110	25,816
Ad investment	$ 2,791,650	$ 3,064,509	$ 3,567,212	$ 4,862,872	$ 6,127,609	$ 5,234,224	$ 4,327,863	$ 4,049,469	$ 3,147,147	$ 1,823,434
Ad cost per car	$134.79	$106.40	$134.42	$139.71	$143.85	$149.48	$119.39	$103.38	$108.11	$70.63
OLDSMOBILE F-85 (GM)										
Cars sold	17,233	——	——	——	——	——	——	——	——	——
Ad investment	$ 1,853,894	——	——	——	——	——	——	——	——	——
Ad cost per car	$107.55	——	——	——	——	——	——	——	——	——
LANCER (Chrysler)										
Cars sold	16,610	——	——	——	——	——	——	——	——	——
Ad investment	$ 1,656,100	——	——	——	——	——	——	——	——	——
Ad cost per car	$97.70	——	——	——	——	——	——	——	——	——
IMPERIAL (Chrysler)										
Cars sold	16,360	18,484	14,801	33,017	10,460	——	——	——	——	——
Ad investment	$ 2,412,860	$ 2,525,553	$ 1,975,812	$ 1,953,754	$ 1,501,733	——	——	——	——	——
Ad cost per car	$147.48	$136.63	$133.50	$59.17	$143.57	——	——	——	——	——
BUICK SPECIAL (GM)										
Cars sold	15,469	——	——	——	——	——	——	——	——	——
Ad investment	$ 1,415,080	——	——	——	——	——	——	——	——	——
Ad cost per car	$91.50	——	——	——	——	——	——	——	——	——
TEMPEST (GM)										
Cars sold	12,335	——	——	——	——	——	——	——	——	——
Ad investment	$ 1,994,349	——	——	——	——	——	——	——	——	——
Ad cost per car	$161.70	——	——	——	——	——	——	——	——	——
HAWK (Studebaker)										
Cars sold	6,187	5,625	47,732	62,565	76,402	95,761	95,914	161,257	157,902	205,514
Ad investment	$ 512,778	$ 114,182	$ 1,902,951	$ 3,855,544	$ 6,129,322	$ 4,804,579	$ 3,751,632	$ 3,913,178	$ 2,660,603	$ 3,273,884
Ad cost per car	$83.10	$20.30	$39.86	$61.62	$80.22	$50.17	$39.11	$24.27	$16.85	$15.93

Figures are based on (1) Automotive News 1961 Almanac car registrations statistics; (2) Bureau of Advertising tabulations of advertising expenditures in newspapers and Sunday supplements; (3) Publishers Information Bureau data on ad expenditures in magazines, network tv, and farm magazines; (4) Outdoor Advertising Inc. figures on advertising on outdoor boards and posters; and (5) Television Bureau of Advertising figures based on N. C. Rorabaugh data.

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for Publishers

Now printing 46 leading periodicals. Any or all of following mechanical services: composition, engraving, printing, binding and mailing. Most modern methods and equipment in specially built publication printing plant. Specializing in runs of from 20,000 to 200,000, periodicals and books. Competent representative will call, recommend and quote. Write or call James Bos. Phone Pontiac 844-5181.

MORTON
PRINTING COMPANY
PONTIAC, ILLINOIS

Schreiber Adds 4 Accounts

Mark Schreiber Advertising, Denver, has added four accounts: Renewal Guaranty Corp.; Rambler Center, auto dealer; and Dynamics Ltd., manufacturer of an adjustable golf-putter, all of Denver; and Indianhead Mt. ski area, being developed at Guanella Pass, Colo.

Algie, Lawson Merge

Effective with the incorporation of Ralph L. Lawson Associates with William E. Algie Ltd., Toronto, Algie has changed its name to Algie, Lawson Ltd.

AVAILABLE—*Commuting to New York from her Hartsdale, N. Y., home, Rhoda Mann, tv announcer, saw this Allied Outdoor Advertising space was available near the 138th St. station. So was she (for new business), and promptly rented a panel.*

MORE THAN 32½ HOURS OF COLOR EVERY WEEK ON WFGA-TV

Jacksonville's WFGA-TV now schedules more than 32½ hours of color programming weekly. The big breakthrough in Color TV is here. To learn how to make it pay off for you, contact W. E. Boss, Director, Color Television Coordination, RCA, 30 Rockefeller Plaza, New York 20, N. Y., Tel: CO 5-5900.

Jack's Cookies Sets Drive

Jack's Cookie Corp., Charlotte, N. C., is running a four-week promotion to introduce three new products in eight southeastern states. The company will air 18 to 20 tv spots a week in 24 markets, aimed at children and mothers. Jack's also has scheduled outdoor posters in 16 markets. D'Arcy Advertising Co., Atlanta, is the agency.

Fabspray Sets TV Drive in 18 Markets After New York Test

Los Angeles, Dec. 12—After running a successful television test campaign in New York for Fabspray, a pushbutton upholstery color renewer, Nu-Color Corp. of America, will expand its spot tv advertising to 18 additional top markets about March 1.

Previous to the seven-week New York test, which ended in late November, Fabspray has been promoted primarily through newspapers and merchandising efforts, but it was decided that the product "lends itself to television demonstration," Harold Tuers, account executive for Fabspray at Product Services, New York, said.

The tv schedule will be run in Boston, Baltimore, Washington, Philadelphia, Pittsburgh, Cleveland, Chicago, Cincinnati, Detroit, Minneapolis, St. Louis, Dallas, Houston, Atlanta, Denver, Los Angeles, San Francisco and Portland, Ore., in addition to New York.

■ Schedules in these markets will be similar to the New York drive where 35 to 40 spots per week per station were run on WNEW-TV and WOR-TV. Ten-, 20- and 60-second announcements were used. The New York budget is expected to be doubled next spring, according to Robert Fish, a vp of Nu-Color Corp.

The tv test in New York was backed with newspaper ads, store mailings and dealer premiums. Mr. Fish estimated that 1,000 dealers were added in the metropolitan area as a result of the effort. Similar merchandising and advertising strategy will be used in the other 18 markets. #

Charles Graf Heads New York Financial Advertisers Group

Charles O. Graf, financial ad manager of the *New York Daily News*, has been named president of New York Financial Advertisers, effective Jan. 1. He succeeds George W. Heyne, assistant vp, South Brooklyn Savings Bank, who will serve as a director of the group for a one-year term.

Other new officers are Frank W. Hall, Albert Frank-Guenther Law, 1st vp; Andrew J. McDermott Jr., ad manager, First Boston Corp., 2nd vp; Robert J. Stiehl, assistant to the comptroller, American Bankers Assn., treasurer; and Paula DeMenna, Brown & Bigelow Corp., secretary.

Brand Moves; Adds Two

Michael Brand Associates has moved its offices from North Hollywood to 14416 Hamlin St., Van Nuys, Cal. The agency has also been named to handle advertising for RG Circuits Co., Lawndale, Cal., manufacturer of printed and welded circuits, and Solar Systems, North Hollywood, manufacturer of environmental test equipment.

PANIC BUTTON

Why settle for Miltown? When somebody hits the panic button, turn calmly to your phone, hit the Superior button, and relax. Your Superior serviceman takes over. Things start to move. Fast!

It's great for shattered nerves. And for engraving quality, too. Because even if you hand us a hot one, we don't let our standards slip. You get a better engraving. And you get it fast. Overnight, if you need it.

So remember, when they hit the panic button—call Superior Engraving. If you don't have a direct line, dial SUperior 7-7070. The results are just as fast.

SUPERIOR ENGRAVING CO.
215 WEST SUPERIOR STREET, CHICAGO 10, ILLINOIS, SUPERIOR 7-7070
Chicago's Foremost Photoengraving and Offset Platemaking Plant.

Why is it that few men will turn their backs on business publications they pay for?

You can answer this question along with another we are sometimes asked at McGraw-Hill: Is it true that some people don't pay for their own subscriptions?

We regard it as a certain mark of distinction that 15% of the subscriptions to our publications are ordered and paid for by companies. (How many corporations do you know of that will purchase for key personnel without making some attempt to measure a publication's usefulness, especially when they must pay for periodic subscription renewals?)

As a recent Laboratory of Advertising Performance study brings out, another 16% of subscriptions are requested *by the individual* and paid for by the company. The subscriber himself orders and pays for 67% more, leaving only 2% in miscellaneous categories.

Thus, 83% of McGraw-Hill's subscriptions are delivered at the request and initiative of the individual who *wants to read* the publication. And as long as it matches his job interests, serves his needs, helps him solve problems and compels his continuing attention, that publication will usually be worth reading . . . worth paying for.

Any way you look at it, you have to recognize this fact—no subscription payment is likely without the *desire to read* that business publication being present.

This desire adds up to over $6,000,000 in yearly subscription income. If you are an advertiser in any McGraw-Hill publication, the men you want to reach are literally paying to reach you.

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING CO., INC.
330 WEST 42nd STREET, NEW YORK 36

Few men are willing to turn their backs on anything they pay for. McGraw-Hill publications are selected and bought by over one million key men in business and industry who want the best in editorial service.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

He Objects to Rehashing of Account Changes in 'Ad Age'

To the Editor: I recently reviewed the Oct. 23 issue and was rather upset to note the listing of "Major Advertising Account Changes, Jan.-Sept., 1961," as it appeared on Pages 101 and 102.

Over the past six months there has been much discussion in the advertising field about the image of our business to the general business community. Many speeches have been made commenting on the fact that an industry concerned with communication has failed to communicate a good image to the public. Recent editorials have appeared in trade papers and trade columns recommending various ways in which advertising agencies can take on a better image in the eyes of American business men. It seems to me that one of the first things that can be done, should be the elimination of lists such as appeared in the Oct. 23 issue.

If the advertising business is to gain the respect of the entire business world, it should not constantly flaunt the ebb and flow of accounts from and to advertising agencies. The listing of over 200 account changes in a nine-month period does not indicate a very solid business, but a very volatile and, perhaps, unsteady business.

I recognize the fact that a trade publication has a responsibility to report the news of the industry and ADVERTISING AGE must continue to assume that responsibility. It seems to me that every account change listed in the Oct. 2 issue had previously been reported, not only in your publication, but also in the trade columns given over to the advertising business in newspapers and magazines across the country. In addition, each of these changes was reported to the *Advertising Register* so that it appears in a directory available to all advertisers, agencies, media and other suppliers. Why, I ask then, is it necessary to make a separate listing of over 200 changes every few months?

Maybe it would be a good idea for trade publications and advertising agencies to soft pedal the publicity related to change of accounts. Lists and computations and rehashing week after week of account changes can, in my opinion, only harm our business.

If advertising agencies were to concern themselves in the coming year with the positive reporting of successful campaigns and successful promotional techniques, rather than the achievement of new business, the total image of the agency business would be much improved.

Harold Levine,
Mervin & Jesse Levine, New York.

AA recapitulates account changes for the same reason it reports them in the first place: So its readers will know what's going (and what's gone) on.

• • •

Legal Restrictions on Whisky Ads Restrict Creativity, Too

To the Editor: As an ex-whisky advertising manager, I take exception to letters such as the one written by Barksdale F. Roberts in the Nov. 27 issue. Mr. Roberts, like too many people in the advertising profession, found it necessary to write to you criticizing a Calvert Reserve ad which claimed that its whisky was delicious.

I don't disagree with what Mr. Roberts said with reference to this particular ad; it's just that I wish more critics of whisky advertising would redirect their efforts and complain to the federal government about unfair restrictions placed upon whisky ads. This, I feel, would be far more constructive. I am certain that if the restrictions were lifted on whisky advertising, the result would be far more creative advertising and a much better product story.

I wonder how automobile advertisers would feel if the only thing they could say about their product was that it was nicely designed?

Walter M. Haimann,
Marketing Director, Mervin & Jesse Levine, New York.

• • •

Good Friend of Schlitz Comes to Its Defense

To the Editor: Obviously, your staff member who wrote this drib-

CONGRATULATIONS...

TO THOSE WHO DO NOT HAVE A FALLOUT SHELTER . . . YOU ARE A SELECT GROUP! YOU HAVE CHOSEN TO DIE NEEDLESSLY!

The President, Civil Defense authorities and Nuclear Physicists do not believe that a nuclear attack would mean total annihilation of the United States.

If you were given a parachute and told to jump from a burning plane: the parachute does not assure you of getting to the ground safely; but what *are* your odds without it?

For those of you who do not want a chance to live, please do not discourage and ridicule your fellow man who is building a shelter . . . He intends to die of old age . . .

For those interested in family protection in the event of an attack, a "Subterranean Family Living Room," engineered by Columbia Construction to meet your specific needs and built to exceed Civil Defense specifications, will assure you a feeling of well-being that accompanies a wise investment.

WE ALSO OFFER A COMPLETE RANGE OF SHELTER ACCESSORIES AND SURVIVAL EQUIPMENT

COLUMBIA CONSTRUCTION CO., INC.
2108 COLUMBIA AVE. WA 4-5371
1300 EAST—2100 NORTH Models Can Be Seen Daily 9-6, Sun. 2-6

He Cites Ad as Reason Why Few Buy Shelters

To the Editor: Your piece on fallout shelter advertising was interesting [AA, Nov. 20].

It prompts me to share with you a classic shelter ad that ran in the *Indianapolis Star*. The degree of hysteria injected in the ad is matched only by the insult!

And it proves that possibly the reason more people aren't buying fallout shelters is the advertising.

Well, here it is. Read it and run.

Bart Grabow,
Vice-President, Stupid Inc., Indianapolis.

INDUSTRIES DON'T BUY!*

WHERE DID IT STRIKE?

(which competitors are releasing national schedules where)

ACB Schedule Listings Tell

This service covers "National" newspaper advertising placed by your competitors. When the first ad breaks (no matter where) we'll spot it—and report it. No longer will competition start campaigns in remote cities—test or otherwise—without your knowing about it. Tells where and when ad ran: supplementary reports list additional ads giving a record of entire schedule. With Linage & Cost Summary also supplied if desired.

We read every daily newspaper advertisement

ACB THE ADVERTISING CHECKING BUREAU, INC.
NEW YORK, 353 Park Avenue South • CHICAGO, 18 South Michigan Avenue
MEMPHIS, Tenn. • COLUMBUS, Ohio • SAN FRANCISCO, 51 First Street

Send today for descriptive material and free catalog.

ble ["Creative Man," Nov. 20] had nothing better to do with his time. We are used to constructive criticism but this can hardly be called that.

We field people are certainly in a more favorable position to determine copy effectiveness than an advertising staff writer since we deal daily with the ultimate consumer. Never, in our years selling Schlitz, have we heard more healthy comment on a campaign than has been heard concerning the one under your discrediting eye.

I suggest you try to enroll the above mentioned fellow in either Smith or Wellesley. Surely he will receive some advertising education at these fine schools on a level far above what he has been used to.

J. M. Gutfreund,
Standard Distributing Inc.,
Des Moines.

The Creative Man is an independent critic, not an AA staff member in the usual sense.

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Book Is Available in U. S.

To the Editor: We have just read with great interest and appreciation the review by Mark Random from London in your Nov. 13 issue of the first volume of "The History of Broadcasting in the United Kingdom," which is subtitled "The Birth of Broadcasting." Since the review came to you from London it does not indicate that the book is published in this country by us, the New York office of Oxford University Press. It is available directly here, and the list price is $10 . . .

Fon W. Boardman Jr.,
Advertising and Publicity Manager, Oxford University Press, New York.

• • •

'Vend' Has 1960 Data for Vending Industry

To the Editor: In an otherwise excellent report of vending (Page 6, Nov. 13 issue), you point out that, "In 1959, hot foods accounted for only about 1% of the [vending] industry's sales, but about 20% of the operators are now operating food commissaries. . ."

Vend's annual "Census of Vending Study" has additional market facts and 1960 data which you might like to pass on to your readers.

Generally, there are two kinds of foods being vended: Individual servings of hot canned foods, held under constant heat in the can; and commissary-prepared foods, prepared either in a local commissary or in a central commissary and shipped frozen to various outlets.

During 1959, 19,700 hot canned food machines sold $16,500,000 worth of foods—60% of it soup; in addition, heated and refrigerated all-purpose machines sold approximately $30,000,000 worth of prepared foods, from sandwiches and salads to meat-and-potato platters.

During 1960, 22,900 hot canned food venders had total sales of $22,121,000 while $41,000,000 worth of prepared foods was vended, a total of approximately $62,000,000 in foods. In 1960, vending machines had total sales of $2,586,000,000.

This year, we estimate vended foods' volume will be approximately $80,000,000—or about 10% of the total industrial food service market.

We would be pleased to send the complete "Census of Vending" to any of your readers who might have use for it.

G. R. Schreiber,
Editor and Publisher, *Vend,*
189 W. Randolph St., Chicago 1.

• • •

Ad Money Backs Brustein's Criticism of Advertising

To the Editor: Reference: Robert Brustein's article in *Partisan Review* you reported in Nov. 20 issue; tell Mr. Brustein that admen are out working an average of 10.5 hours a day while he's rocked back on his Guggenheim fellowship writing an obviously useful (?) book labeled "Theater of Revolt." How could the father of such a tasty product built on advertising allow his fortune to be used so misappropriately?

Frank W. Craddock,
Account Executive, Pat Dobson Agency, Pensacola, Fla.

• • •

Stock Exchange Ad Shows Plenty of Spirit on Top

To the Editor: Once more the makeup man's creative hand has shown its skill. In this case, no doubt, the Gilbey's people were prone to send him heartiest congratulations. Unfortunately, from a professional point of view, the

member firms of the New York Stock Exchange could not agree; privately speaking, I wonder.

This appeared in the *Newport News Daily Press* on Nov. 14.

Ralston L. Brooke,
Account Executive, Cargill, Wilson & Acree, Richmond.

• • •

Kasser Whisky Is Not a Publicker Brand

To the Editor: Aw c'mon, fellas! This is the second time.

Publicker is a fine old Philadelphia distillery. They're producers of Continental, Haller, Old Hickory, and many other brands.

They are not the distillers of Kasser [as reported in AA, Dec. 4].

Although you may find it strange, Kasser 51 whisky—and other Kasser brands—are distilled by Kasser Distillers Products Corp., also a fine old Philadelphia firm and a client of this agency for over 20 years.

Next time Publicker decides to buy radio, I hope AA will permit them to buy it just for their own brands!

Jay Beneman,
Wermen & Schorr, Philadelphia.

• • •

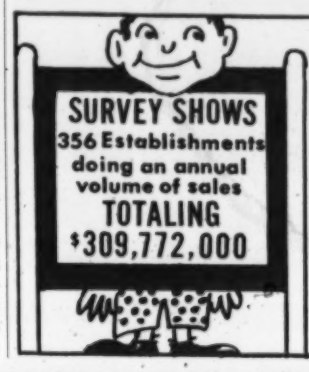
Most Assn. Publications Stress Value to Advertisers, He Says

To the Editor: I read with mixed feelings the item on Page 118 in in the Nov. 20 issue of ADVERTISING AGE, regarding the comments of William K. Beard, president of the Associated Business Publications.

As a point of fact, I was quite amazed at Mr. Beard's statement that "association-owned publications . . . bleed ad dollars away from other publications." I assure you that the advertising sales presentations of *Mechanical Engineering* and most society publications stress value to the advertisers, and at least prove it (or attempt to prove it).

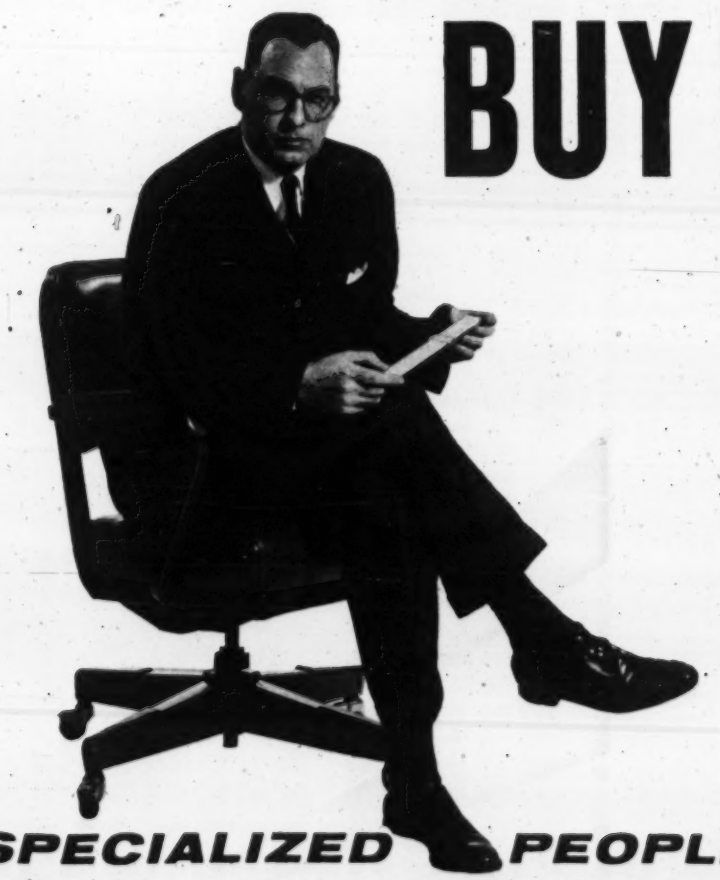
This practice of one group of business publications knocking another group certainly does not help the group that does the knocking. As a member of the group that is taking it on the chin from Mr. Beard, I can assure you that I am aware of many peculiar selling and circulation practices of other well-known ABC publications. However, I don't try to b[illegible] down on the other fellows in order to sell *Mechanical Engineering.*

C. R. Tunison,
Advertising Sales Manager, *Mechanical Engineering,* New York.



LUBBOCK, TEXAS IS THE
SIXTH
LARGEST WHOLESALE
MARKET
IN THE STATE OF TEXAS
LUBBOCK
AVALANCHE·JOURNAL
Represented by Texas Daily Press League

*PEOPLE
BUY!



SPECIALIZED PEOPLE LIKE
ENERGY SYSTEMS ENGINEERS

In all industries, energy systems engineers design and manage electrical, steam, liquid-handling, compressed-gas, refrigeration and air conditioning systems. They are the "pros" who specify and select equipment for these systems . . . their professional magazine is **POWER!**

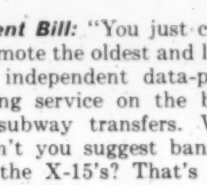
When you tell your product story in **POWER,** you sell these key buying influences in all industries . . . directly and economically.

the magazine of energy sytems engineering **Power**
A McGRAW-HILL PUBLICATION ABC ABP
330 WEST 42nd STREET, NEW YORK 36, N. Y.

CLIENT MEETING *Notes*

Account Man Harry: "But what's wrong with the idea, Bill?"

Client Bill: "You just can't promote the oldest and largest independent data-processing service on the back of subway transfers. Why didn't you suggest banners on the X-15's? That's just as zany!"



Account Man Harry: "That's not commissionable! And your cost per thousand would be too high!"

Client Bill: (thinking) . . . *He couldn't have taken me seriously!*

Account Man Harry: "Don't overlook your fabulous 1401 Data-Processing equipment coast-to-coast. Combined with your professional people, you've got a package that can save time and money for any agency or research department."

Client Bill: "I know—but how do we promote it to those lovable ol' ad-makers?"

Account Man Harry: "Just let 'em know you're *problem-solvers—not machine-time peddlers.*"

Client Bill: "Swell! Where do we start?"

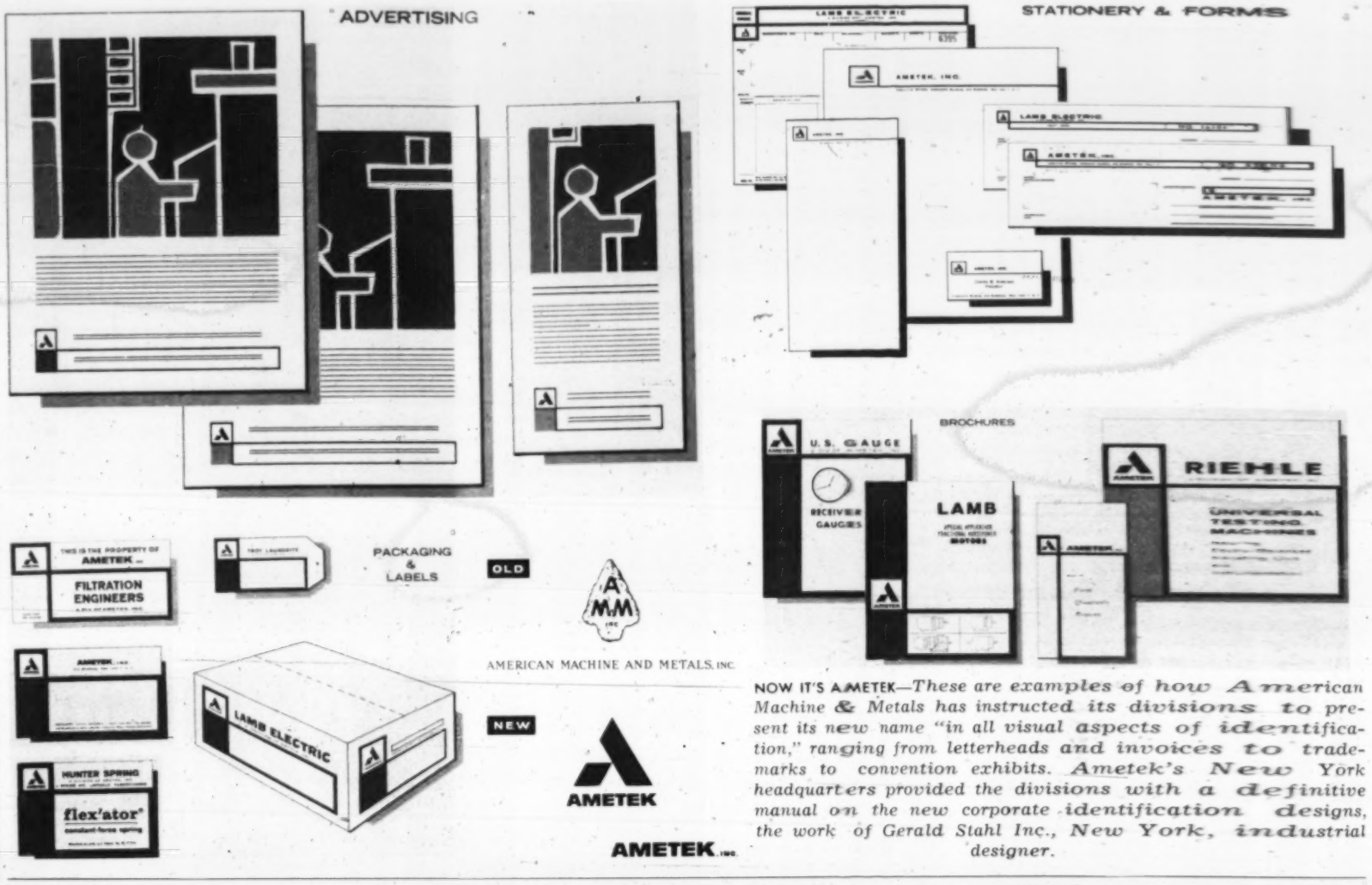
Account Man Harry: "Why, let's put a bomb in *Ad Age* and count the fall-out."

stc Established 1933

Statistical
TABULATING CORPORATION
NATIONAL HEADQUARTERS
104 South Michigan Avenue
Chicago 3, Illinois
OFFICES IN PRINCIPAL CITIES—COAST TO COAST

THE STATISTICAL MARK OF EXCELLENCE

American Machine & Metals Gets New Name, New Corporate Identification



NOW IT'S AMETEK—*These are examples of how American Machine & Metals has instructed its divisions to present its new name "in all visual aspects of identification," ranging from letterheads and invoices to trademarks to convention exhibits. Ametek's New York headquarters provided the divisions with a definitive manual on the new corporate identification designs, the work of Gerald Stahl Inc., New York, industrial designer.*

Pinson Opens Offices

Paul Pinson, former Advertising Age columnist, has formed the Paul Pinson Creative Group, Chicago, with offices at 520 N. Michigan Ave. Frank Smetko, formerly with Roche, Rickerd & Cleary and Henri, Hurst & McDonald, has been named art director and design consultant. Leo Parenti, former senior writer and copy group head of J. Walter Thompson Co., will be in charge of copy and planning.

Finn Changes Name; Adds 3

Finn & Evans Advertising has changed its name to Raymond E. Finn & Associates, Baltimore. The agency has also been named to handle advertising for the Paktron division of Illinois Tool Works in Alexandria, Va., electronics manufacturer; Maryland Life Insurance Co., Baltimore, and Ross-Matthai Corp., New York, place mat manufacturer.

Curtis Promotes McMillan

Curtis Publishing Co., Philadelphia, has appointed Robert K. McMillan assistant research manager-marketing of *The Saturday Evening Post*. Mr. McMillan has been in *Post* research since 1959.

49¢ Most Popular Price in Retail Food Ads, Study Says

Los Angeles, Dec. 12—The most popular price tag in advertising by retail grocers is 49¢, according to a new study of psychological pricing, conducted by Universal Marketing Services, a division of Bart-Philips Enterprises Inc., marketing consultants and food sales agents.

The 1961 prices sharply contrast with those of 1950 when 25¢ was the leading price. The next two leading prices this year are 39¢ and 59¢ respectively. Surprisingly, 10¢ still figures as strongly today as it did some 10 years ago, the study disclosed.

Universal based the study on food store newspaper advertising during 1961 in this city, which is considered nationally as one of the most price-conscious markets in the U.S. Copies of the study may be obtained by writing to Universal Marketing Services, 748 Ceres Ave., Los Angeles 21. #

Dun & Bradstreet Reopens $5,000,000 Merger with Moody's

Dun & Bradstreet, which reported last June it had discontinued negotiations to merge with Moody's Investors Service, now has decided to go ahead with the deal, which involves more than $5,000,000. The plan is subject to approval by directors and stockholders of both companies. Dun & Bradstreet, mainly a credit reporting agency, earlier this year acquired Reuben H. Donnelley Corp., which is engaged in directory and magazine publishing, merchandising services, and direct mail advertising. Moody's publishes corporate data and investment ratings. Neither Donnelley nor Moody's is competitive with Dun & Bradstreet.

Under the new merger plan, Moody's shareholders will receive seven-eighths of a share of D&B common stock for each share of Moody's preferred, and one-third share of D&B common stock for each share of Moody's common they now hold. Altogether, 56,400 shares of Moody's preferred and 60,000 Moody's common are involved, as well as 69,350 D&B shares.

Haywood Buys Oakes

Haywood Publishing Co., Chicago, has acquired the assets, name and rights of Oakes Consumer Catalogs, New York, publisher of toy and consumer catalogs. E. W. Thayer, former president of Oakes, will continue as publisher of toy and other catalogs in the Oakes Consumer Catalogs division.

Clipping Cream!

winning recipe for reader interest

Carolina Clipping Service reads and clips more than 1,200 newspapers per week. Owner-manager, Mrs. Thompson Greenwood, reports: "The big Journal and Sentinel Sunday newspaper yields more clippings per page than any other newspaper subscribed to by our service." This leadership assures the kind of acceptance that makes advertising more productive.

YOU CAN'T COVER NORTH CAROLINA WITHOUT THE

WINSTON-SALEM JOURNAL AND SENTINEL

NATIONAL REP., KELLY-SMITH CO.

KBTV SCHEDULES 21½ HOURS OF COLOR WEEKLY

Denver's KBTV is now telecasting 21½ hours of local color programming every week. The big breakthrough in Color TV is here. To learn how to make it pay off for you, contact W. E. Boss, Director, Color Television Coordination, RCA, 30 Rockefeller Plaza, New York 20, N. Y., Tel: CO 5-5900.

Commerce Ad Group Seeks to Blunt Sharp Postal Rate Increase

WASHINGTON, Dec. 14—Members of the Commerce Department's advertising advisory committee sought the department's assistance today in warding off excessive postage rate increases.

A subcommittee, under the chairmanship of Stanford Smith of the American Newspaper Publishers Assn., discussed postal accounting controversies with Commerce Under Secretary Edward Gudeman. The subcommittee declared "it is the considered opinion of leaders of businesses which rely on the mails that if proper accounting is taken of public service costs of the Post Office Department and a realistic appraisal of true costs of handling business mail is made, then postal costs can be set at a level which will not interfere with advertising as a stimulus to growth of the economy and not interfere with the kind of economic growth envisioned by the present administration."

■ The meeting with Mr. Gudeman took place as reports circulated that the administration expects to stage a drive early next year to push postal rate increases through Congress. Reportedly, the White House is no longer content to settle for a compromise rate bill which was before the House last summer but which was pigeonholed in a dispute over procedure.

The plan for a subcommittee to talk with Mr. Gudeman was worked out when members of the advertising advisory committee expressed concern earlier this month that the Department of Commerce might not fully understand the industry point of view in the postal controversy. In addition to Mr. Smith, the subcommittee included John J. Herbert, president of the Magazine Publishers Assn., and Robert F. De Lay, president of the Direct Mail Advertising Assn. At the meeting Tuesday the Commerce Department was represented by Mr. Gudeman, and Assistant Secretary William Ruder.

■ Contending that it is up to the Department of Commerce to analyze the facts underlying the impact of postal rates on the essential growth of the economy, the memo denied that business mail users are seeking a subsidy. #

Vick Shifts Bulk of Products in Britain to BBDO

(Continued from Page 1)

JWT got Vicks VapoRub, Formula 44 and Vick cough syrup, which it retains. And the Milton products were concentrated with Crane Advertising.

BBDO will handle Vick Therex, Vick cough drops, Vick inhalers, Vapomist, Clearasil, Primes and Milton.

The first six come from Pemberton; Milton from Crane.

These seven products are estimated to bill close to $750,000. #

J. FERD OBERWINDER

ST. LOUIS, Dec. 14—J. Ferd Oberwinder, 73, retired president of D'Arcy Advertising, died of cancer last night at his home in Richmond Heights. Mr. Oberwinder joined the agency in 1912, became a vp and director on his return to the agency from World War I, and succeeded the founder, William C. D'Arcy, as head of the agency in 1945. He retired in 1955.

Mogul Loses Esquire Account, Kaplan Division

(Continued from Page 1)

tute of America (language courses) which has gone to deGarmo Inc. It has billed between $80,000 and $100,000, and will break a new campaign in January.

The Esquire loss follows by two weeks the announcement that Richard Lockman, senior vp, general manager and Revlon account supervisor, was leaving Mogul to head up advertising activities at Helena Rubinstein (AA, Nov. 27).

■ Kaplan accounts include Speedwriting Co.; Lewis Hotel training school; British Industries Corp. (Garrard Sales Corp.); Forst Packing Co.; Newspaper Institute of America; New York Institute of Photography; Upholstery Trades School; Eastern School of Civil Service; Real Estate & Insurance; Nancy Taylor Charm & Beauty.

At Mogul, Mr. Kaplan maintained a fairly autonomous operation, with himself as president and Emil Mogul as chairman of the Kaplan division. Mr. Kaplan spent 18 years with Ruthrauff & Ryan and worked for Rose-Martin before opening his own agency in 1944.

■ With the Esquire loss, Mogul ends a relationship that goes back to 1945 when Knomark Mfg. was a privately-owned company with a small share of market and an $80,000 ad budget. It subsequently claimed the No. 1 spot in the market, more than 40%, and had a $2,500,000 budget. In 1958, it was bought by Revlon. #

FCC O.K.s Storer Buy of WMGM, Sale of WWVA

NEW YORK, Dec. 15—Early in January, Storer Broadcasting Co., one of the country's leading broadcast group owners, will take over operation of WMGM. To get the New York independent station, Storer paid to Loew's Theaters $10,950,000—a new high in radio station prices. The FCC okayed the sale by a vote of 6-0 yesterday.

John C. Moler, vp and general manager of Storer's Philadelphia station, WIBG, will move to New York to manage the new Storer property. His replacement at WIBG has not been selected. Arthur M. Tolchin, the present top executive at WMGM and a Loew's Theaters vp, will remain with the radio station in an executive capacity.

■ The call letters, dating back to the days when Loew's owned M-G-M, will be changed with the Storer takeover. The new call letters have not been selected yet.

Before Storer officially moves into WMGM, it will transfer ownership of WWVA, Wheeling, W.Va., sold for $1,300,000 to a group headed by a former New York broadcaster, Ira Herbert. This same group has interests in WAKE, Atlanta, and WYDE, Birmingham. This sale, required to keep Storer within the legal limit of seven radio stations, also was approved this week by the commission.

Meanwhile, FCC also approved two major tv transfers: KOA (am, fm), Denver, with Bob Hope as the largest stockholder, was authorized to buy KCSJ (am, tv), Pueblo, from Bankers Life & Casualty Co., for $11,250,000.

Scripps-Howard Radio Inc. was given approval to purchase WPTV, West Palm Beach, Fla., for $2,000,000 from John H. Phipps. #

Last Minute News Flashes

Hazel Bishop Appoints C. J. LaRoche

NEW YORK, Dec. 15—Hazel Bishop has appointed C. J. LaRoche & Co. to handle its advertising. LaRoche is the agency for Lanolin Plus (with which Hazel Bishop plans to merge Jan. 22) and earlier was a Revlon agency for about five years. Advertising will concentrate on tv, beginning late in January with "Saturday Night at the Movies" (NBC) on which Lanolin Plus is a current sponsor. Bishop said its budget will be more than $2,000,000. North Advertising recently resigned the account because of conflicts.

McCann-Marschalk Absorbs Spire

MIAMI, Dec. 15—McCann-Marschalk Co. has acquired William M. Spire Inc., Coral Gables, effective Jan. 1. The agency's major account is General Development Corp., billing around $2,000,000. Mr. Spire will become a vp. One of the original members of Sullivan, Stauffer, Colwell & Bayles, New York, and top man on the American Tobacco Co. account, Mr. Spires moved to Florida in 1957 and, a year later, opened his agency with the General Development account.

Fels Expands Daytime TV Use; Other Late News

• **Fels & Co.**, Philadelphia (Richard K. Manoff Inc.), which earlier marked its entry into network tv with participation buys in four NBC daytime programs, has ordered about eight participations per week in ABC-TV's daytime schedule, both orders to start in January. Fels will supplement its network buy with spot tv and spot radio. At CBS-TV, Coca-Cola Co. (McCann-Erickson) has ordered one-third sponsorship of "Perry Mason" and "Rawhide" for 13 weeks, starting in January.

• **Minute Maid**, a division of Coca-Cola, will offer an artificial floral arrangement (17 pink tea roses) for two juice or ade can tops plus $1 in connection with its Jan. 1 sponsorship of the Tournament of Roses Parade (NBC-TV). The premium will be pushed via four-color pages in the Dec. 22 *Life*, the January *Sunset Magazine* and a page in *TV Guide*. Point of sale pieces will back the campaign, prepared by Ted Bates & Co.

• **Swift & Co.**, Chicago, will launch a new ad campaign for its industrial products with a full-color bleed spread in the January *Fortune*. About seven insertions will run in *Fortune* next year; this is believed to be the first time Swift has used the publication. McCann-Erickson, Chicago, is the agency.

• **Gilmer G. Totten** will join Donald F. Fitzsimmons Co., New York, as vp, effective Jan. 1. He is currently director of advertising and sales promotion of William S. Merrell Co., Cincinnati, division of Richardson-Merrell Inc. He and Mr. Fitzsimmons previously worked together when both were with Wm. Douglas McAdams Inc.

• **Independent Television Authority**, government-appointed controlling body of commercial television in Britain, has recommended creation of another commercial television network and of a fourth network providing an educational service for all.

• **Andrew N. Vladimir** has resigned as director of public relations plans of Ruder & Finn to return to Gotham Vladimir Advertising of Puerto Rico, San Juan, as exec vp and managing director, effective Jan. 1. Mr. Vladimir was the first managing director when the agency was founded in 1956 and is currently a director and a major stockholder. Thomas Clark will continue as vp and general manager.

• **An "association of independent supermarkets,"** not further identified, took a page ad in the Dec. 15 issue of the *Pittsburgh Press* to offer "proof positive" that the three Pittsburgh chain stores with Instant Dividend tape plans for appliance purchases had higher food prices. The ad compared prices on some 60 items available at the chains and at the independents, with the chains running from 5% to 60% higher *(see stories on Page 3)*.

• **Reader's Digest** has "about 26 different subscription mailings" going to "20,000,000 people in the next 60 days." One of the "carefully tested" mailings includes a "Continuing Subscriber's Profit-Sharing Certificate" whereby, at $2.97 for 12 issues, a reader can: (1) Continue a subscription without interruption "without formal notice of renewal"; (2) save "in the form of a reduction in price every year"; and (3) "cancel [his] subscription at any time upon written request." In the third case, *RD* will "refund immediately any money you may have paid for copies not previously mailed."

• **U.S. business** will enjoy its best year in history in 1962, according to "Pulsebeat," year-end report compiled by McGraw-Hill Publishing Co.'s department of economics. Consumer income is expected to rise from $364 billion to $388 billion.

• **Phillips Petroleum**, Bartlesville, Okla., has stepped up its employee-oriented promotion to get new credit card holders for Phillips 66. Under the plan, 25,000 Phillips workers were asked to send credit applications to friends and later urge the card holders to use Phillips credit. Started in 1954, the promotion has accounted for 800,000 new Phillips customers and "can secure 200,000 more" ("worth $50,000,000 annually in petroleum product sales"). Lambert & Feasley, New York, is the agency.

• **Beatrice Castle**, director of fashion and publicity at Revlon Inc., New York, for 16 years, will leave the company within the next two weeks. She handled Revlon's department and specialty store promotions and was largely responsible for the names of Fire & Ice, Persian Melon, Cherries in the Snow, Snow Peach and other color promotions, plus product names like Clean & Clear and Moon Drops.

• **Federal Trade Commission** hearing examiner Joseph W. Kaufman today proposed an order to prohibit nine leading toy manufacturers from making discriminatory advertising allowances to jobbers or retailers for "publicity" in printed publications of any kind. Industry members proposed an order limited to jobber-owned catalogs, while FTC attorneys contended the order should be broad enough to embrace tv as well as printed media. Mr. Kaufman's ruling on the case, which began in 1960, may be reviewed by the full commission.

• **Cunningham-Limp**, Detroit construction company, and MacManus, John & Adams, Bloomfield Hills, Mich., will sever relations Dec. 31 by mutual agreement. A new agency has not been named.

Burnett Gets Alpine in Canada

Denied Three Weeks Ago, $500,000 Account Shift Surprises Canadian Admen

TORONTO, Dec. 15—In a surprise move, Benson & Hedges (Canada) has switched the Alpine cigaret account from Kenyon & Eckhardt to Leo Burnett Co. of Canada, effective April 1.

The account is expected to bill up to $500,000 next year.

Informed sources have known for some time that Benson & Hedges has been looking at Toronto agencies, but it was generally believed that the company would retain both Kenyon & Eckhardt and James Lovick & Co., which handles advertising for Parliament cigarets and the company's line of cigars.

Three weeks ago, Antonio Toledo, director of marketing for Benson & Hedges, said that the company was "keeping up to date with the local agency situation," but he emphasized that no business was expected to be taken away from Kenyon & Eckhardt or Lovick.

■ As a result, most informed observers thought that Benson & Hedges was readying itself at its leisure to launch another product through another agency.

So the switch from Kenyon & Eckhardt, which has handled Alpine for only a few months, came as a shock to the trade.

This week, Mr. Toledo said the reason for the change from Kenyon & Eckhardt to Burnett was "to consolidate and expand the recent gains of Benson & Hedges with fresh marketing and creative plans."

However, it is generally known that Burnett has been after some or all of the Benson & Hedges Canadian business ever since Philip Morris moved into the Canadian cigaret sales war this year. In the U. S., Burnett handles Philip Morris, Marlboro and Alpine cigarets as well as Revelation tobacco.

■ Benson & Hedges' over-all Canadian advertising billing is estimated at up to $1,000,000 a year, with James Lovick, which will retain its share of the account, having the biggest slice.

Benson & Hedges, unlike Rothmans, came into the cigaret market here in a relatively quiet fashion. #

Chicago Dodge Dealers Switch Account to Grant

(Continued from Page 1)

through BBDO, which handles national advertising for Dodge cars and trucks. Exceptions are dealer groups in Los Angeles and in Portland, Ore.

The Portland group moved out of BBDO earlier this year (AA, April 17), naming Jack Matlack Promotions, Portland. BBDO also "lost" the Philadelphia group for a week through a "misunderstanding" but regained it the following week (AA, Feb. 20, 27).

Grant had handled the Dodge account, and advertising for some 28 Dodge dealers, until last year, when it lost the business to BBDO (AA, March 21, '60). #

Midas Dealers to Gerth, Brown

Midas Muffler Dealers of Southern California has appointed Gerth, Brown, Clark & Elkus, Los Angeles, to handle advertising. Billings of the account, formerly with Tilds & Cantz, were estimated at considerably less than $100,000.

ARF Brushes Off Politz Blast; Some Researchers Agree

(Continued from Page 1)

by it to review the criticisms which they had heard about. After studying the report of this special committee, the board decided that the best interests of the foundation were the best interests of the industry, that current procedures and practices were providing a valuable service, and that no change in foundation procedure was warranted.

"There is nothing in the statements which I have seen in the press which would, I believe, cause our technical committee or our board to change their minds."

• Competent researchers might disagree with the ARF procedural rules, said Burleigh Gardner, executive director of Social Research Inc., Chicago, but the dissident research man has no higher court to which he can appeal.

"The point is," he said, "you can't argue with them."

ARF stresses methods to the point of being "wrapped up in a sampling methodology," he said, which can amount to a "stereotyped, ritualistic approach.

"As far as I know," he said, "no major corporation has called in ARF to consult on a research job—this is done only by media that want to publish findings that will have ARF approval."

An organization that asks for ARF consultation, he said, does so knowing that the research will not necessarily be better, probably will be more costly, but will have acceptance.

On a "modest research job," he said, "you don't need a big sample—but however small the job, if you do it with ARF sponsorship, you have to do it with this ritualized concept of a sample."

In their private practice, he ventured, ARF members employ methods that ARF would not sanction. It would be a fair question, he said, to ask business researchers how many studies they have done in the past year that involved the rigorous probability samples called for by ARF standards—and, in studies where they didn't, why they hadn't thought these standards essential.

• Elmo Roper, of Elmo Roper & Associates, New York, who said he lately had "been rather concerned about the quality and direction of much media research," thought the most serious charge leveled by Mr. Politz was the one that ARF is inducing mediocre research and that the ARF label is coming to mean more than the research itself. If true, he said, "it's the one charge we have to keep our eye on."

• Sherwood Dodge, marketing vp of the toilet articles division of Colgate-Palmolive Co., New York, commented: "As a former ARF director, I expressed the opinion that while its seal had served to guarantee against 'the horrible example,' it had often served to substitute standards of adequacy for standards of excellence. The industry would be much better served, I think, by ARF appraisal of how well the completed job was done than by the carte blanche mechanism of the consultation, in which a committee agrees on how it might be done."

• Both Sol Dutka, president of Audits & Surveys, and Arno H. Johnson, vp and senior economist of J. Walter Thompson Co., declined to comment.

• Vince Machi, research vp of J. M. Mathes, New York, said the Politz monograph "may lead to a reappraisal by ARF of its consultation service in particular." Mr. Machi, who is a member of the ARF technical committee, said, "I, too, am of the opinion that committee counsel on questionnaire design and survey analysis makes ARF competitive with those research organizations maintaining superior creative staffs—with correspondingly higher overheads.

"A committee approach to such activities introduces the possibility of compromise suggestions to a supplier, with attendant opportunity for creeping mediocrity," Mr. Machi asserted. "As an advertising agency executive working closely with a media staff, there is no question but that an ARF statement included within a research report increases its salability to users of such reports. And, to many, it may serve to imply—wording of the statement to the contrary—that technical procedures utilized in developing the data are faultless."

• Taking the stand that ARF is not going beyond its original purpose by actually performing any research, as suggested by Mr. Politz, Howard D. Hadley, director of Hadley Research Associates, said: "There is always some resentment over 'central authority,' but this authority is needed. Without ARF consultation, media research would be even more chaotic and certainly less acceptable. I think the ARF is doing a good job, with the proper emphasis on new research ideas."

• Commenting that this is a long-standing controversy, George G. Huntington, vp and general manager of the Television Bureau of Advertising, said, "The attack of Mr. Politz on the Advertising Research Foundation is neither new nor at all surprising. For example, when ARF issued its 'Toward Better Media Comparisons' last summer, which in effect rejected exposure in favor of perception, the Politz organization charged it was filled with 'inconsistencies and fallacies'."

• Daniel Yankelovich, who heads his own marketing consultation company in New York, had this to say about Mr. Politz's anti-ARF monograph:

"I think the Politz statement will probably do more harm than good. The question whether the ARF is, or is not, competing with commercial research firms is not really very important and is not going to arouse the advertising community just because the Politz pocketbook nerve is being hurt. The harm comes from the fact that the commercial research field needs more, not less, emphasis on professional standards. I agree that the ARF is not presently organized to be truly helpful in setting and advancing professional standards, but I would be vehemently opposed to dissolving it. Sooner or later it will be improved to serve the function for which it was originally designed."

• A research veteran with a big-billing agency requested that his name not be used, then offered this opinion: "Attacking ARF is like attacking a religious foundation, a charity, or womanhood." He thought ARF wears a "halo," and he termed the entire issue basically "one of business policy."

"At first glance, you ask yourself, my gosh, what's this guy doing? But then you realize that Al Politz rarely shoots off his mouth unless he has a deep involvement." The research man said, however, that Mr. Politz's "summarized assertions" don't give you "enough fodder." He added that his agency "probably will develop a point of view on the subject within the next couple of weeks, and make it known at that time."

• One researcher in the liquor industry, who declined use of his name, said he thought Mr. Politz was "well justified in his blast." He said the ARF "has been a little too loose with its endorsements of research techniques" and that ARF's support of research in connection with the magazine business was "very questionable." He added that ARF should set and improve research standards "and not try to get into the research business." #

HOLIDAY TIME—*The Westclox division of General Time, La Salle, Ill., has been running a page ad in The Saturday Evening Post at Christmas since 1911. That early ad is shown here with the current one. Big Ben then cost $2.50, now $7.98. The Westclox agency is Hicks & Greist, New York.*

ARF Must Probe Effectiveness of Ads: Hattwick

(Continued from Page 1)

complishment without controversy, but controversy without accomplishment is to be feared."

• "I'm really worried, but not about this Politz-krieg. This publicity will pass. The real and important problem should take up our time: The truth about advertising's effectiveness."

The author of this last statement, Melvin S. Hattwick of Continental Oil, chairman of the ARF motivation research committee, who termed the Politz monograph "an adult temper tantrum," called for the 100 biggest organizations in the advertising field to contribute $2,000 each to "find out the truth, good and bad, about the effectiveness of advertising."

Mr. Hattwick said admen and the ARF "must tackle the effectiveness problem in a big way." He added, "Now is the time for another Neil Borden to discover and evaluate the economic contributions of advertising, for a Margaret Mead to evaluate the sociological contributions of advertising in a free economy."

■ In calling for such research, Mr. Hattwick said, "If it is not done, five or 10 years from now, the social planners will win by default," He said the project would "preserve a free and prosperous economy, which, if advertising is not free, cannot long remain free or prosperous."

After Arthur Hull Hayes, chairman of the ARF, expressed "the complete confidence of the board" in the staff of the ARF, the members gave a vote of confidence to the foundation, to all its activities and to the staff.

■ Named as directors for three years were Richard Babcock of *Farm Journal;* John Cunningham, of Cunningham & Walsh; Robert K. Drew of the *Milwaukee Journal;* Harold J. Graham of Hartford Insurance Group; Arno Johnson of J. Walter Thompson Co.; John C. Maddox of Fuller & Smith & Ross; and Charles Rumrill of Rumrill Co. Named for two years: Franklin Forsberg of *Field & Stream.* Named for one year were Rex M. Budd of Campbell Soup, and Frank W. Mansfield of Sylvania Products.

Mr. Mansfield, director of marketing research for Sylvania Products, was elected chairman of the ARF board, succeeding Mr. Hayes, president of CBS Radio. Lyndon O. Brown, senior vp at Dancer-Fitzgerald-Sample, was elected vice-chairman. Mr. Babcock was elected treasurer. #

Radio Ads for Yellow Pages, Bowman Dairy Win Chicago Awards

CHICAGO, Dec. 13—Five Chicago radio stations carried the half-hour broadcast of the first annual awards banquet of the American College of Radio Arts, Crafts & Sciences at the Conrad Hilton hotel here last night.

Thirty-five awards were made to individuals and stations in five categories—public service, entertainment, news, sports and commercials.

A Yellow Pages commercial for Reuben H. Donnelley Corp. won the award for the best transcribed commercial produced and written locally. Earle Ludgin & Co. was the creator.

Bowman Dairy Co. (J. Walter Thompson Co.) won the award for the best live commercial produced locally.

■ Ralph L. Atlass, vp of Westinghouse Radio Corp., and WIND received a special award for "long and distinguished service to Chicagoland radio."

Ward Quaal, vp and general manager of WGN Inc., was named radio man of the year, and WBBM-Radio was honored as the best over-all programed radio station.

Stations winning first awards were: WGN; WBBM; WMAQ; WCFL; WIND; WLS; WXFM; and WEBH.

American Tobacco Buys Interest in Gallaher Ltd.

American Tobacco Co. has announced it has arranged to acquire a 13% interest in Gallaher Ltd., Britain's second-ranking tobacco manufacturer with 1960 sales of $896,000,000.

American will exchange the capital stock of its wholly-owned British subsidiary, J. Wix & Sons, for 7,200,000 shares of Gallaher's stock, worth about $35,500,000. Gallaher's main products are Senior Service, Nelson, Park Drive, Du Maurier and Olivier cigarets.

Eisentrout Joins Goodrich

Robert A. Eisentrout, formerly an account executive with Lennen & Newell, New York, has been named to the new post of advertising manager, consumer products, of B. F. Goodrich Co.'s corporate advertising department, Akron.

Mullen Reportedly Leaving MAB Post

(Continued from Page 2)

consultation with and the advice of the president of MPA."

Last week *The New Yorker* resigned from MAB and attacked, among other things, MAB's concentration on "mass circulation vs. television audience." The magazine's position was answered point-by-point by Mr. Kenyon, who defended MAB's roles with respect to authority over members; merchandising "giveaways"; and recruitment of members.

Mr. Mullen, an 18-year veteran of MAB, joined the Magazine Advertising Bureau when it was called Magazine Marketing Service, in 1943. He was then fresh from the Office of War Information, where he had supervised "Victory," the magazine circulated by OWI overseas.

■ Prior to that time he had been with Crowell-Collier, as assistant to sales vp Lee Brantley. He earlier worked in promotion and research on *Collier's* and on *Country Home,* and its predecessor, *Farm & Fireside.* He spent four years with *Liberty* before joining Crowell-Collier. Most of his business career has been spent with magazines, after his graduation with an MBA from Northwestern University in 1922.

At MAB he supervised the national magazine audience study, and the more recent "profitable difference" and "psychological difference" studies conducted for MAB by the Market Research Corp. of America. Mr. Mullen was the author of a three-part series called "The New Competition," which appeared in ADVERTISING AGE in 1956. #

Media Hurt Selves in Handling Stores' Ads, Report Shows

(Continued from Page 2)

lose downtown retail linage they will find only partial compensation from business placed by discount houses.

"Their target is the traditional department store. When discounters win, they are less apt to follow their victim's spending patterns. They will also make much greater use of direct promotional channels, such as the telephone, mail and even door-to-door selling."

The study was aided, Mr. Demby said, by (1) using as advisers marketing and management consultants who serve department stores and discounters, (2) feeding into a computer "virtually all research conducted on the downtown problem during the past decade," and (3) utilizing a computerized research technique, "motivational programing," which makes it possible to get market, statistical and motivational analyses of several hundred interviews.

■ The latter technique revealed that women prefer shopping downtown because they feel younger and more feminine in the city. #

NTA Refuses ETMA's Check for WNTA-TV Purchase

Latest roadblock to the transfer of WNTA-TV, Newark, came Dec. 13 when National Telefilm Associates failed to deliver clear title of the station to Educational Television for the Metropolitan Area. NTA would not accept the educational group's check for $6,200,000.

If NTA does not take prompt steps to remove liens against the station, ETMA told ADVERTISING AGE that it would take legal action to force NTA to complete the FCC-okayed sale. NTA would make no comment.

Heed European Common Market, Strouse Tells Admen

NEW YORK, Dec. 12—The startling rate of growth of the European Common Market calls for "a serious reappraisal in terms of self interest," the head of the world's largest advertising agency declared today.

Norman H. Strouse, president of J. Walter Thompson Co., told the annual meeting of the Institute of Life Insurance that common market developments will involve every American, and "each of us [has] a responsibility for learning all we can about [it]."

He said the mobility of the European population, comparable to U. S. population shifting, will accelerate the growth of the market, politically as well as economically.

"Increasingly, as here, the marketer will place reliance upon advertising to help him move his goods. In some cases, the sales story can be the same as in the U. S., adapted only for language. In other cases, entirely different campaigns must be created before advertising can make an effective contribution," he said.

■ "With language, customs and media being so different, we are surprised not at how different the selling messages and techniques are, but at how many similarities there are," Mr. Strouse said.

REIMANN CITES PERILS OF COMMON MARKET

NEW YORK, Dec. 14—A publisher today advised against the U.S. joining the European Common Market because it would lead to political and economic subordination of this country's interests.

Guenter Reimann, publisher of International Reports Inc., told the Overseas Automotive Club at lunch today that "as a matter of fact, Western Europe does not expect the U.S. to join the common market."

Mr. Reimann said that matters such as taxation, immigration and tariffs would no longer be the sole prerogative of the U.S. government if the U.S. became a common market member.

He said it was "advisable and necessary" for the U.S. to negotiate across-the-board tariff reductions with common market countries and, in some cases, the U.S. will have a strong bargaining position.

■ For example, the U.S. tariff on European automobiles is 8½%, while the proposed common market tariff for U.S. car exports is 29%, with no tariffs against imports from common market member countries. Other proposed tariffs are radio and tv sets, 20%; automatic dishwashers, 18%; washing machines, 19%; and most clothing, 20%.

In general, U.S. exports will find it easier to compete in France or England (if the latter joins the common market) but more difficult in Germany, because common market tariffs in that country will be higher than the present West German tariffs, he said. #

U.S. Steel Offers Christmas TV Special

U.S. Steel Corp., New York, will again present "The Coming of Christ" as a holiday television special on NBC. The show will be aired Dec. 20 at 8:30 P.M., EST.

The "Project 20" production, seen first in 1960, used the work of great artists to tell the story of Christ from the days of the Old Testament prophecies through the Sermon on the Mount. For this special, U.S. Steel again this year will get only opening and closing credit as the sponsor. There will be no commercials.

NBC Boosts Sarnoff

Thomas W. Sarnoff, formerly West Coast administration vp of National Broadcasting Co., Los Angeles, has been named vp in charge of that area for the network, replacing John K. West. Mr. West, a veteran NBC and Radio Corp. of America executive, has returned to RCA, the parent company, as a staff vp with headquarters in Los Angeles. He will handle western distributor and commercial relations there, succeeding Harold R. Maag, who moves to Dallas to take over southwestern distributor and commercial relations as staff vp.

Meltzer Appoints Two

Richard N. Meltzer Advertising has named Robert D. MacGregor Detroit manager. Mr. MacGregor joined the agency in 1959. Meltzer also has named Paul E. Giguere manager of its new Canadian office in Toronto. He formerly was with D'Arcy Advertising Co. in Toronto.

WHAT'S HE SELLING?

It's easy to get attention with advertising. It's a lot harder to get that advertising to sell. Here's the box score for four package goods clients of Weightman:

FIRST NINE MONTHS: 1961-1958

CLIENT	% Gain 61/60	% Gain 60/59	% Gain 59/58
"A"	36.3	33.6	14.5
"B"	10.0	34.2	14.2
"C"	40.1	26.0	37.7
"D"	39.7	18.3	7.0

May we show you how we do it?

WEIGHTMAN, Inc.
Philadelphia 3, Pennsylvania

Oil Painting by Jan Obican, Jugoslavia. Collection: Weightman, Inc.

FOR GREATER ADVERTISING IMPACT...

3 SEPARATE PUBLICATIONS each with specific LOCALIZED EDITING!

Just last September, The Farmer-Stockman became three separate farm magazines, serving three great farming and stockraising states:

- The Kansas FARMER-STOCKMAN
- The Oklahoma FARMER-STOCKMAN
- The Texas FARMER-STOCKMAN

Now—in 1962—you can use all 3 to reach top potential customers! Reach them as only localized editing can. Reach them in greater number—with more rural circulation in this prosperous farm market than any other print media!

Commercial Advertisers may use these three publications individually or all of them at a lower combination rate.

For space reservations or additional data—write, wire or phone your nearest Farmer-Stockman office.

The Farmer-Stockman
OKLAHOMA CITY • DALLAS

J. H. Hunter, Advertising Director

SALES OFFICES:
CHICAGO 11, SUperior 7-6145, 400 N. Michigan Avenue, Lee Hamline, Mgr
NEW YORK 17, MUrray Hill 4-3340, 420 Lexington Avenue, Joe Paulsen, Mgr
OKLAHOMA CITY 1, CEntral 2-3311, 500 N. Broadway, Bill Pullen, Mgr
DALLAS 5, LAkeside 1-3121, 4321 N. Central Expressway, Alex McCommas, Jr., Mgr

ABC · STATE FARM PAPERS · APA

New Year to Ring Out Only Four TV Shows

Steve Allen, 'Roaring '20s,' 'Investigators,' 'Here & Now' to Fade

NEW YORK, Dec. 13—The year-end casualty list of network tv evening programs is unusually slight, with ABC due to fade two shows and CBS and NBC dropping one each.

Most attention has centered on the departure of the "New Steve Allen Show," due to expire Dec. 27 if the first quarter 1962 sponsors can agree on alternate buys. Mr. Allen, who was as displeased with his 7:30 EST period as ABC-TV was with his disappointing rating, asked to be released from his 26-show commitment. The Allen request followed the pullout of two of his major sponsors—Pepsi-Cola and Maybelline. The dollars Pepsi was to have spent on the Allen program have been spread out over six other ABC shows.

—As this story went to press, network program exeeutives had not decided on a replacement for Mr. Allen's telecast. Sponsors to be shifted to his replacement or to other availabilities include Timex, Luden's, Brillo and Calgon.

■ In late January, the "Roaring '20s," which has not been producing to ABC's satisfaction, will be dropped in favor of "Calvin & the Colonel," seen in another time spot briefly earlier this season, and "Room for More," a new situation comedy.

A not-so-happy client of ABC, Kaiser Industries, with all its network tv dollars riding on "Maverick" and the new adventure series, "Follow the Sun," reportedly would like to get relief from part of its "Follow the Sun" (half sponsorship) commitment. So far, there is no sign of a fill-in volunteer to spell Kaiser on the contract, which runs through September, 1962.

At CBS, a cancelation notice is out for "The Investgiators" at 9 p.m., EST Thursdays. In January, this minute carrier will be replaced by "Tell It to Groucho," a new audience participation show, and by the "Molly Goldberg Show" (General Foods), which is moving from Wednesday night. The first minute purchasers on the Groucho program are Dutch Masters cigars and Lever Bros.

■ Dick Van Dyke (P&G) will move from Tuesdays into Mrs. Goldberg's old Wednesday time spot. His current period will be filled by a nighttime version of "Password," a daytime game telecast. Participations have been sold to Lever, Dutch Masters and American Home Products.

Among the programs expected to be dropped at the end of a 26-week run in the spring is the "Bob Cummings Show." Kellogg, a co-sponsor of Mr. Cummings, got relief from part of its contract on the show from Nutri-Bio Corp., a company with which Mr. Cummings is personally associated.

Lone casualty on NBC so far is Frank McGee's "Here & Now," sponsored by Gulf Oil. Gulf is expected to continue airing instant news specials. Mr. McGee's Friday night half hour will be taken over by "Chet Huntley Reporting" for Mutual of Omaha. Mr. Huntley will move from his late Sunday afternoon niche.

Lincoln-Mercury's efforts to get out of part of its contract for the weekly Hitchcock NBC dramas have been successful. Toni and American Tobacco will take over as sponsors of this series next spring; Lincoln-Mercury is due to resume this sponsorship obligation Aug. 25, 1962. #

COW BELLS RINGING—*Elsie, led by Milton Fairman, assistant vp and director of public relations for Borden Co., make their grand entrance at Waldorf-Astoria banquet honoring 25 years of service for both. Borden president Harold W. Comfort cheers them on.*

W. D. McDonald, 73, Former Henri, Hurst Chairman, Is Dead

WAYNE CITY, ILL., Dec. 14—William D. McDonald, 73, retired board chairman of Henri, Hurst & McDonald, died at his home here yesterday.

W. D. McDonald

Mr. McDonald joined the agency founded by John Orr Young and W.B. Henri as a junior partner in 1916.

Born in Bay City, Mich., Mr. McDonald became an ad salesman for the *Salt Lake Herald Republican* in 1910, a year later became the publication's ad manager, and in 1912 was made business manager and treasurer of the *Bay City Tribune*. He later was a salesman for Street Railways Advertising, Washington, and sold outdoor advertising in Denver.

Mr. McDonald was a member and first reader of the Christian Science Church of Barrington, a Chicago suburb.

FREDERICK F. ROEDING

OCALA, FLA., Dec. 12—Frederick F. Roeding, 70, founder and former president of Roeding & Arnold, New York, died Sunday at his home here after a long illness.

He founded the agency in 1930, and was its president until he retired in 1955. He began as an advertising salesman with the *New York Journal* and later headed Empire Advertising Agency.

WILLIAM F. YOUREE

DALLAS, Dec. 12—William Frank Youree, 66, owner of Dallas Outdoor Sign Co., died Dec. 9 in a Dallas hospital.

Born in Montague County, Mr. Youree was in minor league baseball during the 1930s; was in the poultry and egg business in central Texas, and had served as president of the Texas Poultry & Egg Assn. He entered the highway advertising business in 1939.

Sabin House Names Ahrend

Sabin House, New York, incentive merchandiser, which formerly handled its own advertising, has named Ahrend Associates, New York, as its agency.

Burdick to Test Pre:Script, Drug Sampling Technique

NEW YORK, Dec. 12—A new system of drug sampling, Pre: Scripts Inc., will be tried out early next year by Dean L. Burdick Associates.

Under the new technique, a Pre:-Script certificate will be sent to physicians, instead of the usual drug sample. When the physician wishes to give a sample to a patient, he validates the Pre: Script and the patient redeems it at a pharmacy for a sample of the specified drug. The pharmacist, in turn, exchanges the validated Pre: Script for a negotiable coupon which he can use when dealing with either the manufacturer or the wholesaler.

The agency believes the economic gain to the industry will be significant, since companies will pay for samples only when they are actually used as samples. Also, diversion of samples into "repackaging houses" will be lessened.

■ Burdick also expects to obtain marketing data on the use of samples through analysis of the redeemed Pre: Scripts by data processing machine.

The agency hopes to start testing the idea around March in about 10 "self contained" cities across the country. No companies have been signed up so far. #

Telser to Join Wade as Research Director Jan. 2

Eugene Telser, vp and project director of Elrick & Lavidge, Chicago, will resign to join Wade Advertising, Chicago, Jan. 2 as director of research.

Eugene Telser

Mr. Telser will succeed Gordon A. Norberg, who has joined D'Arcy Advertising Co., Chicago, as marketing research manager (AA, Dec. 4).

WPAT Names Weinig President

Daniel P. Weinig has been appointed president and a director of WPAT, Paterson, N. J., succeeding Dickens J. Wright, who resigned. Mr. Wright, who sold the station to Capital Cities Broadcasting Corp. for $5,000,000 last May, will serve as a consultant to Capital Cities. Mr. Weinig, formerly Mr. Wright's assistant, is a vp of Capital Cities.

Negro Is Basic Market, 'Ebony' Publisher Says

Now 25% of Major Cities' Population, Johnson Tells ANA

NEW YORK, Dec. 13—The Negro market is neither a selected nor a special nor a minority market—it's a basic market, John H. Johnson, publisher of *Ebony*, *Jet* and *Tan*, said today.

Mr. Johnson, who spoke at an Assn. of National Advertisers workshop on special markets, was joined by Robert Llewellyn, ad manager of American Bakeries, who said advertising in Negro media must be backed by in-store sales work.

The Negro is unlike special, selected or minority consumers because he could not change his status, Mr. Johnson said. "For all other groups, identification is discretionary," he pointed out. "The Negro has no choice. Descendants of immigrants can melt away into the mainstream of American life; the Negro remains a Negro."

■ These facts, he continued, mean that the American market is not a general market. Mr. Johnson said (1) The location of the huge Negro market has made it indispensable to the success of American business; (2) Its size—11% of the population, but 25% of the total population of the 78 largest cities—make it a market of about 19,000,000 consumers with a purchasing power of $20 billion; and (3) Negro purchasing patterns are "markedly" different from those of white persons.

"Negroes," he said, "are more brand-conscious and they tend to pay higher prices for selected items." They spend 12% more for food at grocery stores, and 100% for quality alcoholic beverages and other drinks served at home; they buy 26% more frozen vegetables, and 55% more canned spaghetti with meat; they buy 41% of all fruit ades sold in the U.S.; they buy 57% of the scotch whisky consumed in the U.S.

■ Mr. Johnson added that the Negro is "increasingly responsive to advertisements oriented to him. He cannot be sold by advertisements and articles which take him for granted.

"Negro consumers do not see themselves in media oriented to whites," he said. "They do not identify themselves with these media. They can only be reached and effectively sold in depth in media oriented to them."

Robert Llewellyn, advertising manager of American Bakeries, told the workshop that advertising in Negro media must be "backed up by actual market participation at the store level and the level of your own store people. Your own sales people are often a weak link here because they often adhere to the business-as-usual selling approach.

■ "If you are interested in selling the Negro market," he added, "be interested not just as the boss, but down through your entire sales organization. Tell them why, tell them how, and set your goals. Negroes will buy good merchandise if we have some interested sales people."

It was the contention of C. Merle Crawford, director of market research for Mead Johnson Laboratories, that "age is really a continuum or spectrum," and that each marketer not only has the opportunity, but the necessity for cutting up that age continuum into artificial segments to best suit his product and his marketing situation.

■ Mr. Crawford listed four approaches to age-segmented markets: (1) View each segment as a special market to be researched and programed separately; (2) use marketing tools such as packaging, brand names and media, in addition to advertising and sales promotion; (3) decide on basic strategy as to the broad marketing approaches that can be used; and (4) follow up on research to measure the precise degree of success contributed by the special effort—because age-segmented marketing is only part of a larger marketing effort.

■ Norman H. McMillan, vp and associate director of the plans marketing department at N. W. Ayer & Son, said that current trends to creativity, higher levels of taste, distinctiveness and discrimination are the opposite of "mass," and that marketers should "think small—in terms of miniature mass markets.

"The outfit that organizes into small units, that is lean and hard, and can turn on a dime, is going to be the winner," he said. Big companies may continue to go after big shares of big markets, he said, but "they will go after them in small bites—down to the miniature mass market route."

Oscar Gorenflo, national advertising manager and general manager of institutional sales for Sunshine biscuits, predicted annual sales of $36 billion in food by 1975. He said the institutional market last year amounted to $18 billion, compared with $3.6 billion in 1939. One reason for the phenomenal growth of the institutional food market, he said, is the sharply increasing interest of the public in eating out.

■ Community newspapers can be used effectively to reach the suburban market, said Vincent S. La Rosa, president of V. La Rosa & Sons, manufacturer of macaroni and Italian frozen specialties. Such publications, he said, offer "an opportunity of doing something special within the framework of our total advertising effort," although only a minority of community newspapers offer merchandising support, and not enough offer "a decent line rate" for combination buys. #

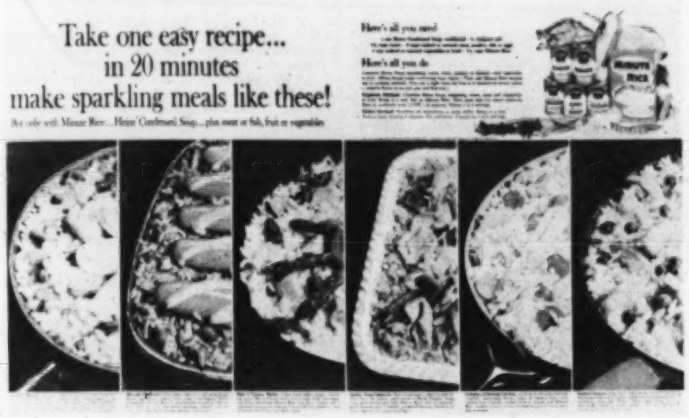
Norcliff Appoints Kastor and Street & Finney

Norcliff Laboratories, Fairfield, Conn., division of McKesson & Robbins, has named two agencies to handle selected health and beauty produets. Kastor, Hilton, Chesley, Clifford & Atherton, New York, was assigned Albolene cream, Ora and Ora-Fix denture products, V. A. feminine hygiene products and Yodora deodorant. Street & Finney, New York, was assigned A-200 Pyrinate parasiticide, Octofen fungicides and Utol antibiotic cream.

Maxon Inc., New York, is the previous agency for all these products. It retains Norcliff's pharmaceutical division and other McKesson & Robbins advertising. The Kastor, Hilton portion of the account will bill around $200,000, and the Street & Finney assignment is a test program, according to the client.

McCrea Associates Opens

Alfred C. McCrea has formed McCrea Associates, an agency specializing in national Yellow Pages services, with offices at 1324 Walnut St., Philadelphia. Mr. McCrea was formerly national Yellow Pages sales manager of Reuben H. Donnelley Corp., Philadelphia.



RECIPE TIE-IN—*H. J. Heinz & Co. and General Foods Corp., tying in on a promotion for 20-minute casserole or skillet dishes using Heinz soups and Minute Rice, will run this color spread in the March issue of McCall's, and in American Weekly, First Three Markets, Parade, This Week Magazine and independent supplements during the last week in February and first week in March. General Foods also will put coupons in Minute Rice packages worth 7¢ toward the purchase of Heinz soup. Maxon Inc., Detroit, for Heinz, and Young & Rubicam, New York, for GF, are the agencies.*

RAB's Test Market Plan Expected to Be in Action in January

NEW YORK, Dec. 12—If all goes well on the tour which Radio Advertising Bureau executives are now making to line up station support, the bureau's Test Market Plan will swing into operation in mid-January.

Under the test market plan, as described by RAB, the bureau will "act as a marketing consultant, working with advertisers to select an approach in radio designed to accomplish specific marketing objective for them—and then measure the results through independent research."

Kevin Sweeney, president of RAB, and his aides are explaining the big advertiser "test" of radio to stations in Boston, Philadelphia, Cincinnati, Chicago, Milwaukee, Kansas City, St. Louis, Detroit, Cleveland, Pittsburgh, and Washington. Most of the stations in a market must agree to join in this sales venture before that market will be included in a test.

Mr. Sweeney's Operation TMP calls for tailor-made presentations to the top 100 national advertisers in an effort to interest them in large-scale use of radio. As a part of the come-on for reluctant advertisers, the bureau will offer a test market trial campaign, with the advertiser's agency and the stations' representatives functioning as usual, but with the bureau offering to play a key role in planning and executing the drive.

There will be studies during the course of the campaign to determine the sales effectiveness of the radio ad dollars.

■ To defray the cost of sales effectiveness research and other expenses, stations in the test areas will be charged a 10% (of billings sold by RAB) fee payable to RAB. The proposed tests will run for about six months—long enough to allow for and measure the impact of radio.

RAB reported that its plan already has been used successfully for several major advertisers in 1961—with research being paid for out of the bureau's budget. The advertisers were not identified. #

Climalene Names Mulroy

Thomas L. Mulroy has been named to the new position of director of marketing of the Climalene Co., Canton, O., and the Linco Distributing Corp., Chicago. He formerly was account executive on Climalene at D'Arcy Advertising Co., Chicago.

for the birds

a newspaper holds little interest. But birds make news in Iowa. Hardly a week passes without a story in the Des Moines Register and Tribune reporting bird life along the Mississippi-Missouri Valley flyway. It's an editorial thing with us. Iowans live outdoors more, enjoy clean air, watch Nature at work. **Sold:** 440,000 hunting licenses in a market of 2,800,000. **Sold:** camping equipment, boats, guns, ammo, impedimenta. **Sold:** gas, tires, cars to get us out. Good market for the alert. Rich reward. Come on in.

IOWA

DES MOINES REGISTER AND TRIBUNE.

PIN DOWN ALL THE IOWA FACTS. CALL NEWSPAPER MARKETING ASSOCIATES—NEW YORK, CHICAGO, PHILADELPHIA, DETROIT, LOS ANGELES, SAN FRANCISCO.

NOW
a dynamic
new
FORCE
in Atlanta
Television

PANORAMA news coverage
proven personalities
award winning documentaries
editorial influence
community service
adult programming
Overwhelming choice of local TV advertisers!

YOUR CAMPAIGN BELONGS ON THE IMPORTANT STATION IN ATLANTA . . . . . THE DYNAMIC NEW FORCE IN ATLANTA TELEVISION!!!

waga-tv 5
A STORER STATION
represented by Storer Television Sales

The Advertising Market Place

Rates: $1.50 per line, minimum charge $6.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Replies are forwarded daily. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $19.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1961 — 50,291

HELP WANTED

PRODUCTION MANAGER

West Suburban agency needs man with ability to do assembly finished art and keyline. Right man will move into position of production manager.

Box 5483, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CALIFORNIA AGENCY NEEDS AD MAN STRONG ON APPAREL.

Live in California, and enjoy life. We need a good copy and promotion man to act as agency contact.

You will plan promotions, budgets, and supervise account. Client is a fast growing quality men's chain.

If you are the man, the first year you get a liberal cash bonus, and at the end of second year, you may become an agency principal.

We need you, if you have talent. Starting salary $9,000.00. Tell us why you are our man.

Box 27 Q 385, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

EXP. ACCT. EXECUTIVE
Space Salesman

"National Advertising on a Local Level". Unusual sales opportunity for man capable of selling what amounts to the back pages of leading National Magazines to local business men in Chicagoland market. Rapidly expanding firm experiencing tremendous growth locally and nationally. Call for Appt. **Mr. Simon—Sp-7-3412**

WANTED

Sales and Promotional Manager. Excellent opportunity for imaginative, self-starting man with direct selling and/or party plan experience. Company is one of America's leading distributors of cards, gifts and housewares to organizations, churches and individuals for sparetime or fund raising events. Send complete information to **President, Greetings Unlimited, Finch Building, Park Square, St. Paul 1, Minnesota.**

RESEARCH ASSISTANT

Multiple industrial magazine publisher wants young man with marketing research interest. Familiarity with industrial publishing desirable but not required.

Box 5484, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVES & CLERICAL
EXPERIENCED AND TRAINEE
Publishers Employment
154 E. Erie St., SU 7-2255, Chicago

EXPERIENCED ARTIST

Need versatile artist for layout, line work and art production. Work in 4-man art studio of a 4-A national advertiser. Small, pleasant Midwest city. Send complete resume.

Box 5485, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING SPACE SALESMAN

BUTTENHEIM PUBLISHING CORPORATION has an opening on CONTRACTORS and ENGINEERS magazine in the Ohio Territory.

Experience in space sales mandatory . . . preferably in the Ohio territory. Send resume to: **DONALD W. HANSON, Adv. Sls. Mgr. 1814 Superior Building, Cleveland 14, Ohio**

COPYWRITERS & ARTISTS

find jobs quickly through **Strictly Ad Personnel** . . . and all they pay is $10. No employment fees. For details about this unique service, **WRITE** to:

STRICTLY AD PERSONNEL
60 East 42nd St. New York 17, N.Y.
Or phone for appointment: YU 6-6947

ACCOUNT EXECUTIVES

find jobs quickly through **Strictly Ad Personnel** . . . and all they pay is $10. No employment fees. For details about this unique service, **WRITE** to:

STRICTLY AD PERSONNEL
60 East 42nd St. New York 17, N. Y.
Or phone for appointment: YU 6-6947

ASSISTANT PUBLISHER. Must be fully experienced in all phases of publishing and knowledge of print shop operations. Opportunity for capital investment available, although not necessary. Headquarters in Los Angeles. Send full resume and salary requirements to:

Box 27 Q 382, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

SOMEWHERE WEST OF CHICAGO

and east of the Rockies, there must be a copywriter who answers this description: Is young or not so young, but a proven performer; is now employed by an agency and has at least three years agency experience; has written for every media; is capable of balancing the fresh approach with the proven past; and would like to accept the challenge and responsibility of the spot we have open. If there is, he's invited to send resume, including salary expected, to

Box 5486, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXPERIENCED COPYWRITER

Career-minded, creative, experienced copywriter to write dynamic copy for leading independent Sunday School publisher in Midwest suburban college town. Salary open. Advancement opportunities. Excellent benefits. Send complete resume to

Box 5453, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING MANAGER

Versatile, cost-conscious advertising administrator, who understands Sunday School publishing field. Midwest suburban college town. Salary open. Advancement opportunities. Excellent benefits. Send complete resume to

Box 5454, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

RADIO SALESMAN Base Salary $7800. plus 15% commission. Men averaging $10-15,000 year. We pay interview and moving expenses. West Michigan market 350,000. Station full time AM AND FM. Resume must include past and present earnings and volume sold. Radio experience not required—sales experience is.

Box 5438, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

A SERVICE
for the articulate .....and
their cohorts .....
Molene Personnel 105 W. Adams
ANdover 3-4424 Chicago 3

WE NEED AN ARTIST PART TIME

To do layout, art, design in modern agency offices in Chicago. Near Jackson & Michigan. **Phone HA 7-2940 in afternoon.**

ADVERTISING SPACE SALES

Leading multiple publisher of international business publications has a good opening in the Chicago office covering midwest territory. Challenging job in an expanding field which requires a minimum of 5 years experience in selling advertising. Send resume to

Box 5487, ADVERTISING AGE
630 Third Ave., New York 17, New York

Be a man, go-getter, producer

in New York City—don't want man out of a job. Excellent opportunity—good chance to make money—fine publication, established, with great appeal. If you have been forced out of a job by mergers or bad business of publication due to circulation troubles, you're the man we would like to hear from. Advise salary expected, background, married, religion and other information in first letter. Address:

Box 5493, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

MEDIA SUPERVISOR, AGE 31

Top N.Y. agency print and broadcast experience with broad research background. Medium to small agency preferred.

Box 5489, ADVERTISING AGE
630 Third Ave., New York 17, New York

CARTOONIST: EXP'D NAT'L A/C's

Distinctive style, ideas/interpretation.

Box 5488, ADVERTISING AGE
630 Third Ave., New York 17, New York

LOS ANGELES COPYWRITER

Creative copy & roughs for slide films, print & radio. 6 mos. experience with national consumer and industrial accounts in 4-A Detroit agency. BA in Journ.-PR.

Box 27 Q 339, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

ENERGETIC ADV. MANAGER

Desires position with industrial firm in L.A. Marquette Univ. grad., age 28, married. Indust. & agency exp. Xlnt references. **Phone WE 3-7361 (L.A.)**

WRITER—WILL WORK FOR PEANUTS.

(if they're wrapped in $10 bills). Know editing, layout, photography, printing methods. Seek PR post with plenty of variety, responsibility. For brochure, please write

Box 5491, ADVERTISING AGE
630 Third Ave, New York 17, New York

BROADCAST PROMOTION MANAGER

5 years TV-radio: 2 heading group setup. Incredibly good writing, design, research, ideas and budget-tending. Station sale forces relocation Jan. 1.

Box 5475, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REAL PRO with know how in publicity, photography, copywriting, layout, P.R., seeks Los Angeles post. **C.M.C., 3654 W. Slauson, L.A., 43. AX5 8677**

REPRESENTATIVES AVAILABLE

PUBLISHER'S REPRESENTATIVE

Wants additional book(s). 15 yrs. exp. (industrial) covering N.J., Pa. thru N.C. Excellent record on present books.

Box 5492, ADVERTISING AGE
630 Third Ave., New York 17, New York

WEST COAST SALES REP

Currently rep. Music Makers, Inc. Avail. to rep live-action or animation commercial companies. **Mort Stein, 9015 Wilshire Bl., Bev. Hills, Cal. CR1-4747.**

BUSINESS OPPORTUNITIES

Award Winning Country Newspaper

Sprightly photo-offset pictorial fortnightly. Present 1,700 circulation in attractive Sierra Mountain town. Top prize California State Fair! $1 per line ad rate, many issues grossing over $1,000. Press work jobbed out. Could expand to weekly, add legal advertising income. Lease available on good building, room to install own presses. Includes mailing list, ad accounts, addressing machine, other items. Unlimited opportunity for young newspaperman—ONLY $7,500 with terms! For further details call or write **UNITED FARM AGENCY, Box 476, Loyalton, Calif. WYman 3-4379.**

MISCELLANEOUS

500 NEW MASS. BIRTHS MONTHLY . . . $4.00. 6,000 per year mailed monthly . . . $36.00. 115,000 Automotive Mail Order Buyers for one time rental. $18.50 per M. 100% Guarantee. Cole's Lists. East Bridgewater 1, Mass.

Southern Plant—Press Time Available
FOUR COLOR WEB-FED OFFSET
FOTOLIST EQUIPMENT FOR AUTO-composing file card data into negatives. We print catalogs, directories, direct mail pieces, publications, inserts. One, spot or process color. Dependable.
ADDRESSING-MAILING FACILITIES.
Complete Plant Under One Roof.
Agency and Broker Inquiries Invited.
Wimmer Bros.-Printers-Lithographers, 279-83 Madison Ave., Memphis 1, Tenn.

THE PERFECT CHRISTMAS GIFT
for your loved one—a $1.01 membership **in WORKAHOLICS ANONYMOUS**
Pad 1303, 185 N. Wabash, Chgo. 1, Ill.

PUBLISHERS' ATTENTION
NEED WEST COAST REPRESENTATION?
One of our major publishers is opening their own offices, therefore, we have selling time available for a publisher desiring aggressive magazine space selling on the West Coast. **J. G. DAVENPORT ASSOCIATES, 2412 W. 7th Street, Los Angeles 57, Calif. DUnkirk 2-6254.**

HOME FOR SALE
Owner Moving to Florida

must sell six room, partially furnished, red roman brick ranch home, nicely shrubbed, newly reduced in price for early occupancy. Three bedrooms, bath, powder room, thermopane windows, carpeting and draperies plus many desirable extras. Enclosed porch overlooking back lawn. A good neighborhood of comparable homes, close to shopping, transportation, churches, both public grade and parochial schools. Priced middle twenties plus.

John Coons, 623 Deerfield Road, Deerfield, Ill., WI 5-5100

PHOTOGRAPHIC REP WANTED

N. Y. advertising photographer specializing in Ill. & Still Life wants representation in N.Y. & Midwest area. Excellent opp.

Box 184, Advertising Age
630 Third Avenue, New York 17, New York

Fine, Fast, Fairly Priced Photography

pics incorporated
photographers
DEARBORN 2-1062
187 NORTH LASALLE STREET, CHICAGO 1, ILLINOIS

PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

ASSOCIATE EDITOR

Monthly marketing magazine seeks associate editor. This is primarily a writing job, but it also involves considerable editing and some production. The most important qualification is the ability to write swiftly, interestingly and accurately, several years business paper writing or editing experience desired, but will consider an adman who wants to get into editorial work. Send complete resume, including salary requirements.

Box 188, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Experienced Time Buyer and Radio-TV Oriented Account Executive

Our growing agency seeks a thoroughly experienced ad man to head our Radio-TV Department. Good background in package goods promotion, broadcast budgeting, market and station selection required. We also have opening for Account Executive to work with food and drug accounts using broadcast media extensively. Send full resumé with dates, names and places. These positions pay well to start and offer the usual and some unusual fringe benefits.

Box 187, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DOYLE DANE MY FOOT!

If all the clients who have asked us to pirate copy and art people from Ogilvy, Doyle Dane, or Papert were laid end to end, they'd reach from Voisin to the Hollywood Bowl. For some reason they seem to believe you can break off a piece of a truly creative agency, transplant it in your own shop, and rapidly regenerate a whole new creative image. But it's not that simple, for no one man can turn the trick single handed. However, one outstanding creative man, given his head by a management that pays more than lip service to a belief in creativity, can attract equally creative people by virtue of his own reputation and excellence. Then you start to build.

We know such a man. He is an award-winning Art Director—Photographer — Creative Director — of rare talent. His skills transcend the graphics — he can talk to clients, pitch new accounts and create new concepts for old products. But first and foremost he is an Art Director with many years of major N.Y. 4A Agency experience. He's not of the blue-sky-art-for-art's sake school, but of the art-for-profit's sake-sect. His talents do not come cheap in terms of dollars and cents but he represents a great "buy" in today's man-market in terms of delivery and profit making.

If you are an agency billing under ten million, you may want to think of him as your Creative Director. If you bill in excess of that, he could head up your Art Department in a superb manner. Call me, and I'll tell you about him. But please, no window shoppers.

JERRY FIELDS
Advertising Personnel Management
16 East 52nd St., NYC PL 3-4123

Our 50th Year

ACCT. EXEC. Consumer Food-Package Goods $14,000.
COPYWRITER—Food Agency 14,000.
LAYOUT ARTIST-ILLUS. Agency 9,000.
MANY MORE—MAIL RESUME

GLADER CORPORATION
110 S. Dearborn St., CHICAGO, Ill.
Phone: CEntral 6-5353

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to an

AGENCY ARTIST

Ready to step up
★ **What do you want?**
Appreciation?
Security?
Congenial co-workers?
Informality?
Diversified duties?
Good pay plus bonus?
Chance for growth?
Pleasant living for you and your family?

All this, lots more in small friendly agency located upstate New York. If you're a producer, send detailed resume, present job description and salary range to:

President
Box 180, ADVERTISING AGE
630 Third Avenue, New York 17, N.Y.

CREATIVE HOUSE
PERSONNEL

we're looking for 3 wise men

It is Christmas.

And to three men, wise in the ways of advertising, we offer the chance to bring a career to its zenith.

Three medium-sized midwest agencies have come to us seeking a President.

One should know foods from the account side and have a strong new business record.

One should know package goods and know administration by having been an administrator.

The third should be a top flight creative man, whose campaigns in the food and cosmetic field have written a chapter in advertising.

If your present earnings are at least $40,000, or more, if you are under 50, a letter addressed to us and marked "JB Personal" will be seen by only one pair of eyes.

What's more, we won't submit you to any of these jobs without your express permission.

It is Christmas.

But what a wonderful New Year it will be for three wise men!

JACK BAXTER KNOWS ADVERTISING
ADVERTISING KNOWS JACK BAXTER
41 E. Oak • Chicago 11 • DE 7-0001

PUBLISHERS'
Looking for good representation in the midwest?
Currently covering this area on a regular basis, this mature, qualified-selling team can produce results for you. Newhold Inc. Publishers' representatives.
Box 159, ADVERTISING AGE
200 East Illinois Street, Chicago 11, Ill.

ADVERTISING WRITER
Administrator broadcast equipment position available for man to administer trade advertising, exhibit, and direct mail programs for AM and FM broadcast equipment lines in advertising department of Cedar Rapids division. He will work closely with agency in producing magazine advertising and will originate and write sales literature catalogs and direct mail material. Candidates should be experienced, skillful writers with administrative qualities. Radio station background helpful. Please include resume and selected samples of your best writing with your letter of application.
Collins Radio Company
T. L. Huebsch, Cedar Rapids, Iowa
Equal opportunity employer.

WANTED—TOP CREATIVE COPYWRITER
For special assignment work—highly creative national print campaigns and TV commercials. Must be able to analyze problems, products, objectives as well as contribute visual ideas and campaign themes. This is not an advertising agency. Please list accounts worked on and background. Totally confidential.
Box 189, ADVERTISING AGE
630 Third Avenue, New York 17, N.Y.

ADVERTISING ASSISTANT
An expanding midwestern pharmaceutical company has opportunity for a college graduate with education in advertising or journalism. Prefer two to eight years experience to assist in the creation of advertising (direct mail, point-of-purchase, promotional literature). Must be capable of writing ad copy and have a knowledge of design, type, printing papers, reproduction processes, etc. Please send resume to:
Technical Employment Coordinator
The Upjohn Company
Kalamazoo, Michigan

CREATIVE EDITOR
Not satisfied with the usual type of industrial publishing, a major industrial magazine intends to take valid new directions in stimulating readership.
We are, therefore, looking for a creative editor whose primary function will be to enliven copy and headlines, to develop feature projects with our Editor, and to coordinate text material with progressive art direction.
This position will be most important to our organization and will be both stimulating and rewarding to the man who comes with us. Please send resume to:
Box 181, ADVERTISING AGE
200 East Illinois Street, Chicago 11, Ill.

DON HARRIS NEEDS:
PRESIDENT for long-established, financially very strong "medium-size" agency. Preferably experienced as agency executive VP or president, perhaps one not happy in a merger. Under 50. Profit-sharing, stock options, etc., etc. $35-$50M
COMBINATION: MARKETING EXECUTIVE; NEW BUSINESS; V-P. Probably in 40's. Wide-range product experience ..... $20-$25M
COPY, PRINT-TV, important-brands food experience. Late 20's to 40. Must be a first-rater not eager to live in New York or Chicago. No income tax in this Western state ..... to $15M
DON HARRIS, Director
LOU PAETH, Associate Director
Advertising & Marketing Division
MONARCH PERSONNEL
28 E. Jackson Blvd., Chicago • WA 2-9400

LAYOUT ARTIST
Leading electronics company has position for advertising artist who has demonstrated capability in creative layout design and typography. He will be responsible for layouts for sales literature, company magazine, catalogs and direct mail, and will work with agency on trade magazine advertising. We seek a man who wants to work in a situation where excellence is demanded and recognized. Enjoy living in a pleasant, medium-sized city with many educational and cultural advantages and no congestion. Send resume and selected samples of your best work.
Collins Radio Company,
George Perez, Cedar Rapids, Iowa
An equal opportunity employer.

MOVING?
SEND FOR BOOKLET
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BULLWINKLE HONORED—*Peter Piech (right), an executive producer of Producers Associates of Television, New York, receives an award from Jake Mogolever, promotion director of the U.S. Treasury Department, for the production of U.S. savings stamps films featuring characters from the "Bullwinkle Show." General Mills, an alternate sponsor of the NBC-TV series, paid for a "buy savings stamp" film to be shown to regional offices of the Treasury Department and to schools, and for promotional spots to be sent to tv stations. Dancer-Fitzgerald-Sample is the agency for General Mills.*

More Food Buying in Discount Stores Seen by 'This Week'

NEW YORK, Dec. 13—A study of food shopping by *This Week Magazine* showed most shoppers planning to increase their discount house food purchases or to maintain them at the same level.

It also showed that where the average food shopper returns to the discount house only once a week for food, she visits a supermarket three or four times weekly.

The attractions of discount house buying, the study indicated, are low price and larger variety of total store merchandise. Supermarkets, on the other hand, draw customers by way of location, new products, advertising, better handling of perishables, time savings, appearance and "over-all customer appeal."

■ These facts were uncovered via interviews of 200 shoppers at discount houses in northern New Jersey, St. Louis and Los Angeles.

While "most shoppers" said they are planning to increase their food purchases at discount houses, "25% of the shoppers in St. Louis and Los Angeles are planning to decrease their purchases."

The study painted this portrait of the average housewife buying food at discount houses: She is 39 or 40, with two children between 8 and 10; she lives in a one-or-two family house; she is a high school graduate. Her husband did not finish high school, and he is usually a "blue collar worker."

■ A separate portion of the study, this part by A. C. Nielsen Co., showed that the average food shopper "passes no less than 310 grocery items a minute on her way through the typical supermarket, spending only one-fifth of a second in front of each individual product."

This part indicated that her final buying decision is influenced by newness of product, her knowledge of the manufacturer, because the price was "right," but most of all by "appetite appeal."

After this came "special price and promotion," followed by "advertising" and "manufacturer's reputation," in that order. Last on her motivational list is "time saving appeal."

The Nielsen portion was researched at four Eagle Food Center markets, located in the greater Chicago area. A profile of these food buyers showed that income and neighborhood are not significant in new product buying, nor is the "urban-vs.-suburban" factor.

■ Consumers in the over-50 age group, however, were found to be the least inclined to buy new products. The 31-to-50 group and the 30-and-younger people were about equal in their new buying tendencies.

The Nielsen breakdown on new-product motivation (gathered by the Aptimeter, a shelf-mounted, self-contained voting machine) revealed: Appetite appeal, 25.1%; promotion or special price, 22.1%; advertising, 18.7%; manufacturer's reputation, 18.4%; time saving appeal, 5.7%; no opinion, 9.9%.

■ In a survey of executives of nine food distributing associations, made in connection with the grocery study, *This Week Magazine* found agreement that consumers will find in supermarkets in the future, new products, better service, more convenience and high nutritional values—for a smaller share of their disposable income.

There was also agreement that supermarkets will expand into general merchandise to meet discount house competition, and that independent grocers will set up more self-contained shopping centers and convenience units for 'round-the-clock shopping.

■ Paul S. Willis, president of the Grocery Manufacturers Assn., in an article included in the study, called advertising "a powerful tool to create the market in the first place, to expand it and to stimulate repeat sales."

He said grocery manufacturers are investing more than $1 billion a year in advertising to promote food and grocery sales, and he called on the industry to "review ways in which manufacturers and distributors can plan greater tie-ins with the manufacturer's advertising and promotions."

In an accompanying article, Albert Kner, director of the design laboratory of the Container Corp. of America, said that "tastefully-designed packages for grocery products" are developing from the nation's cultural boom. "Housewives," he said, "will continue to be more sophisticated in their tastes" and will "pass up the shampoo package with a gaudy surface design for one more compatible with the soft colors of their home interiors." #

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'Life' Boosts Revenue of Year-End Issue to $2,750,000

Estimated revenues for *Life's* year-end double-week issue which goes on sale Dec. 19 are $2,750,000, compared to $2,473,895 last year. Subject is the great American outdoors, prompted by these figures: More than 80,000,000 visitors were counted at U.S. national forests last year, a 200% attendance increase in 10 years; there has been a 70% attendance hike in the past decade (30,000,000 last year) at U. S. parks, seashores and recreational sites; state parks' attendance has increased 123% in 10 years, to 250,000,000 last year (including 18,000,000 overnight campers).

Economy Cast Stone to Cabell

Economy Cast Stone Co., Richmond, Va., has named Cabell Eanes Inc., Richmond, as its agency. The company manufactures cast stone and building-facing materials.

Ojibway Press Buys 'Meat'—Its 18th Acquisition in Year

DULUTH, Dec. 14—Ojibway Press Inc. has bought *Meat*, a monthly controlled circulation magazine covering the meat packing industry, from Meat Inc., Chicago, Marshall Reinig, Ojibway president, announced today.

The magazine is the 18th publication acquired by the Duluth publisher since the company was formed early this year, Mr. Reinig said. Circulation of *Meat* is approximately 15,000.

■ Editorial and other personnel of *Meat* will be moved to Duluth, Mr. Reinig said, where Ojibway's executive, editorial and promotion departments are. #

Lewis Elected Club Head

Garry Lewis, of Ridder-Johns Inc., has been elected president of the San Francisco Advertising Golfers Assn. Also elected were Robert Mangan, graduate school of business, Stanford University, vp; Robert Boyle, Hills Bros. Coffee, secretary, and Lynn Falch, Cling Peach Advisory Board, treasurer.

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C. J. Lytle, British Agency, Will Offer Shares to Public

LONDON, Dec. 13—Another British agency—C. J. Lytle Ltd.—is planning to offer its shares to the public on the London Stock Exchange.

The agency announced that the financial house of Hart, Son & Co. will underwrite the issue of 750,000 shares to the public. Nominal (par) value of the shares will be 28¢ and they will be offered for sale at an initial price of 77¢ each.

A dividend of 20% of the nominal value is forecast for the first year, covered two to two-and-a-half times by profits.

■ This is the second British agency which has gone directly to the London Stock Exchange for finance. The first was the Brunning group of marketing companies, which owns four advertising agencies, including S. C. Peacock Ltd. The Brunning group offered 2,000,000 shares last June at an issue price of $2.07. The current market price is $2.66.

A third agency, W. H. Gollings & Associates, briefly ran into trouble with its recognition last March when it sold out to the financial investment house of Southcros Ltd., whose shares are available on the exchange.

The Newspaper Proprietors' Assn., representing national newspapers, put the agency's recognition "in suspension" for a period while it studied the implications of the deal. Under the existing agency recognition system no agency could claim recognition if advertisers could invest in the agency in any way.

The agency's recognition was later restored.

Charles Lytle, chairman of C. J. Lytle Ltd., said the NPA had agreed to the move to market his agency's shares but added that the talks were continuing.

"It will not affect our recognition," he said.

■ Mr. Lytle explained the move by saying he had received several bids from American agencies to take over his operation, "but I intend the agency shall remain British."

Just how this would be accomplished by offering shares to the public was not clear. For it would open the way to a take-over bid on the open market unless steps were taken to insure that the agency itself retained sufficient shares to maintain control. A number of British companies, including such giants as Ford and British Aluminium, have been taken over by American companies in this way, by offering an attractive price to public shareholders for their equity.

■ The move toward public ownership of advertising agencies reflects the financial problems facing British agencies. There is a growing need to resort to outside funds to meet the agencies' increasing appetite for expansion capital. Few agencies have been able to build large capital reserves since World War II and few possess liquid assets amounting to 7% of turnover which the Institute of Practitioners in Advertising regards as desirable.

The result is that most British agencies are under-capitalized.

As Swedish agency chief L. Soderstrom declared in London recently, agencies can only remain in the black if their turnover goes up year by year. The result of this is that agencies need to provide more and more client services in order to push up their turnover.

■ Most British agencies would like both to broaden the range of their services and, in order to offer clients more comprehensive coverage, to establish themselves overseas or increase their overseas operations.

Another reason why British agencies have been prepared to sell out is simply one of age. Many of Britain's largest agencies were started as one-man businesses in the 1920s and 1930s. Their founders are now nearing retirement and want to capitalize their assets while insuring a continuation of the business. The threat of Britain's heavy death duties is a constant problem.

British agencies seeking capital have so far turned in two directions—either to Britain or America. Both solutions have brought problems in their wake.

■ The incursions by American agencies into Britain have presented the leaders of the agency world with two distinct problems. The first, and less serious, is the possibility of Madison Ave. dominating British advertising.

Despite some strong local feeling this is still far from the case. American ownership now extends to four of the top ten, and six of the top 15 British agencies. But further down the scale, American-owned shops are few and far between.

It is estimated that no more than 25% of British billings and 15% of British agency capital is currently in American hands.

■ But the fears British admen have of being dominated by Madison Ave. are certainly exaggerated and may even be misplaced. Most of the American-controlled agencies here are staffed almost exclusively by British personnel. And there is no doubt that U.S. agencies have given a steady stimulus to the standards and techniques of British advertising.

Another problem brought about through American financing is the occasional loss of business which results from political reasons. Since it was taken over by Interpublic Inc., for instance, Pritchard Wood & Partners has lost Simoniz and Lyon's instant coffee, reportedly in both cases because of its tenuous connection with McCann-Erickson. Other agencies which have come under U.S. control have experienced similar losses.

The main problem created by British financing is considered to be that it can compromise the professional standing of agencies. Both agency and media organizations require that an agency, to be granted and retain recognition, should be independent of advertisers and media.

■ Public financing, they feel, opens the door to both media and advertisers acquiring an investment in an agency.

Most of the agencies are behind the stand which the IPA is taking of regarding advertising as a profession rather than a business. A private survey recently showed that of 15 leading agencies, ten favored no compromise on the ownership issue at all; three were prepared for change if the safeguards were good enough; only two favored allowing agencies to seek capital from the general public.

But there is pressure for change and it is strong and increasing. It is also coming from people who feel that the present ethical straitjacket is incompatible with the scale of modern agency business. ■

LIVE AD—*Geo. D. Roper Sales Corp., Kankakee, Ill., at its annual sales meeting at its headquarters, instead of showing the ads scheduled to appear in magazines, presented living tableaus of the ads. At left above, Ralph D. Scoppa, director of advertising and promotion, presents the living ad to appear in Vogue. At right is the ad which will run in Vogue.*

Haas Adds Equitable Life

Equitable Life Insurance Co. of Iowa, Des Moines, has appointed Robert Haas Advertising, Chicago, to handle its advertising, effective Jan. 1.

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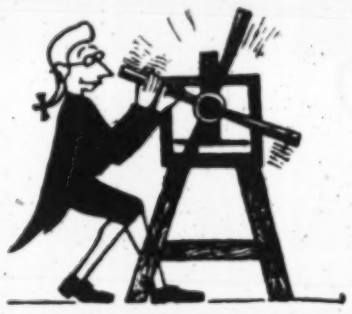

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The following list of advertisers in this issue is published solely as a convenience. While every effort is made to maintain accuracy and completeness, last minute changes may occasionally result in unavoidable omissions or errors.

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This Week in Washington . . .

FTC Scores over St. Regis, but Real Losers May Be Users of U.S. Statistics

By Stanley E. Cohen
Washington Editor

WASHINGTON, Dec. 14—The Federal Trade Commission proved what was undoubtedly an important point in the Supreme Court this week, but it could turn out to be a costly matter to marketers and everyone else who needs good statistics.

In the course of lengthy litigation with the St. Regis Paper Co., FTC has tried to get its hands on duplicate copies of census reports which are in the St. Regis files. The company—and the Census Bureau—contend that these documents are immune from subpoena.

But on Dec. 11 the Supreme Court said they aren't.

There is far more involved here than a legal exercise. From the FTC standpoint, it is a test of the commission's ability to get its hands on documents which may be useful in revealing information about a company's most private affairs. For St. Regis and the Census Bureau it was a test of whether the business can safely cooperate with the Census Bureau without the danger that confidential information will be turned against it by trust busters.

■ The decision is not necessarily a kiss of death to the working relationship between the Census Bureau and the companies that feed in information vital to our system of business statistics. But the uneasiness that is bound to spread through the business world is sure to make a delicate arrangement even more delicate.

As the case worked its way toward the Supreme Court, the government itself was split into two camps. All the agencies conscious of the need for good statistics—the Census Bureau and the Budget Bureau, for example, hoped FTC would find a different way to get the information it wanted. The Justice Department's anti-trust division sympathized with the FTC viewpoint. Solicitor General Archibald Cox, who represents the government in a Supreme Court argument, spelled out both points of view, and then told the court that he feels that regardless of technicalities, the government, including FTC, ought to respect the inviolability of a census return.

■ The Supreme Court's 6-3 decision takes a narrow legal point of view. It emphasizes that reports in the Census Bureau files are completely beyond the reach of the FTC subpoena, but that the law is silent on the copies which remain in the company files.

The court said it has a duty to avoid any interpretation which restricts evidence. "We fully realize the importance to the public of the submission of free and full reports to the Census Bureau, but we can't rewrite the Census Act," the court said.

As a stopgap step to stem the damage, Census chief, Richard Scammon is sending all cooperating businesses a memo which gives the court's decision about as favorable a gloss as the disheartened Census staff could devise.

The decision reiterates, Mr. Scammon points out, that all reports in the files of the Census Bureau are to be seen only by authorized Census personnel, used only for Census programs, and compiled in such a way that the data supplied by an individual company cannot be identified.

■ While the material which is submitted to the bureau is completely safe, the census director notes that the same privilege can no longer be assured for the copy in the company file. Hopefully, he suggests that it is a matter of convenience to all if the company will see fit to retain a copy in its files. But now the choice must be made by the respondent.

There is good reason why Mr. Scammon is losing no time in trying to keep the damage to a minimum. Over the years, the bureau has developed a remarkable working relationship with key people in thousands of companies. To get timely and meaningful information, the bureau needs estimates on dates when the information may not be available in company records, and in categories which may not conform to the particular company's bookkeeping procedures.

As a result, the forms which the companies file with the Census Bureau reflect estimates, forecasts, approximations. For statistical purposes, in industrywide reports, they prove out nicely. But these approximations in such areas as value of intra-plant shipments or sales to various classes of customers are hardly the kinds of data which a company would want to explain if it found itself on trial in a major anti-trust case.

■ When the St. Regis case first came up, the Census Bureau took the position that the carbons in the St. Regis files weren't the property of the company at all. "They are there because we asked them to keep them," the Census people argued. "They are there purely for our convenience, so that we can get quick action in the event we wish to check any particular figure on the report."

Although this may sound persuasive to non-lawyers, it didn't cut much ice with the FTC legal sharks. They have their jobs to do, too. And they figure those census carbons will help them prove that St. Regis is vulnerable in the anti-trust issue that is before the commission.

If the Census Bureau suffers any substantial loss of cooperation as a result of the St. Regis case, marketers and other users of statistics will suffer in one of two ways. Census reports will be based on thinner and less satisfactory samples. Or they will be delayed while the cooperating companies work out a report which carries a stamp of approval from lawyers, auditors and everyone else who may have to defend the company in event of a lawsuit.

■ Above everything else the Census Bureau feels it is indispensible, that companies continue to feel safe in submitting estimates and forecasts in the form that the bureau needs them, and in compliance with the exacting timetable that enables it to get good nationwide figures within days after an enumerating period ends.

Once the lawyers and auditors feel compelled to step into the picture, the Census Bureau figures it is lost. If companies decide that the safe compromise is to tear up the carbon copy, the collection and checking of information will be more complicated, but it can go on. Ultimately, however, the bureau, and the other agencies—and consumers—interested in statistics will probably have to take the problem to Congress.

As the Supreme Court has clearly indicated, a few words added to the census law will clear up the whole situation. Incidentally, if that is the result, just what has FTC proved? In the face of a new law upholding the Census point of view, the Supreme Court verdict over St. Regis will have a hollow ring. #

Herbert Buckhout Von Tress Raymond

STARTERS—*First organization meeting of the new Philadelphia Magazine Assn., successor to the Philadelphia Magazine Managers' Assn., attracted 41 magazine representatives, as well as the people shown here: John K. Herbert, president of the Magazine Publishers Assn.; Clay Buckhout, vp of Time Inc. and chairman of the Magazine Advertising Bureau; Edward Von Tress, vp and advertising director of Curtis Publishing Co. They are with Mac Raymond, Philadelphia manager of Reader's Digest, president of the PMA.*

'Public Defender' Is Proposed for FCC Hearings

PHILADELPHIA, Dec. 12—The public should be represented by a "public defender" at Federal Communications Commission hearings, the Continuing Conference on Communications & the Public Interest at the University of Pennsylvania urged last week.

Recommendations of the conference were reported by its chairman, Gilbert Seldes, author, former newspaper man and dean of the university's Annenberg School of Communications.

■ FCC lawyers' efforts reflect public interests—including, properly, those of the broadcasters—and the broadcasters are represented by their own legal counsel, the conference observed. But the public at large is not.

The conference also recommended (1) local hearings on applications for new radio and tv licenses; (2) charging a small fee for all licenses ($100 for commercial stations was suggested); and (3) consideration of the need for adequate wave length allocations for educational fm radio stations.

Station license fees would make the FCC virtually self supporting, the conference predicted. #

Byrd to Launch New Drink

Byrd Mfg. Corp. is planning to test market a new Birch Brew soft drink in the Philadelphia area, exclusively through grocery stores and supermarkets. S. E. Zubrow Co., Philadelphia, is the agency.

McElroy Wins 'PI' Award

Neil McElroy, chairman of the board of Procter & Gamble Co. and former Secretary of Defense, has been named to receive the *Printers' Ink* advertising gold medal award on Feb. 15.

Broadcasters Elect Spry

Gene Spry, KPHO, has been elected president of the Metropolitan Phoenix Broadcasters. Also elected were Sheldon Engel, KXIV, vp, and Homer Lane, KOOL and KOOL-TV, secretary-treasurer.

OAI Names Walter Krause

Walter C. Krause, formerly a vp with McCann-Erickson, has been named head of the new Cincinnati sales operation of Outdoor Advertising Inc.

Chock Full O' Nuts Buys Simultaneous Shows on NBC, CBS

NEW YORK, Dec. 12—Chock Full O' Nuts Corp. will sponsor two musical one-hour New Year's Eve shows run simultaneously on limited station line-ups of CBS-TV and NBC-TV, kicking off a heavy advertising effort for 1962.

The shows will be aired at 11:15 p. m. EST on 26 stations of each network in the coffee maker's 17-state marketing area. The programs will introduce commercials with comedian Jimmy Durante, who was recently signed by the company for an ad campaign using the theme "The nose knows." Page Morton will sing the "Heavenly Coffee" theme in the filmed commercials.

The CBS show will feature Guy Lombardo and his orchestra from the Roosevelt Hotel in New York, and NBC and NBC's coverage will highlight Xavier Cugat and Abbe Lane from New York's Waldorf-Astoria. Both shows will include live pickups from Times Square at midnight.

■ A spot tv, spot radio and newspaper drive built around Mr. Durante will be run in the company's 17-state area and in parts of Canada after the first of the year. Typical of the Durante witticisms: "Don't be ashamed if you got only an itsy-bitsy nose, not a great nose like mine. You can still enjoy the greatest coffee—Chock Full O'-Nuts" . . . and "if you had a schnozz like mine, you'd smell its superiority over the phone."

Peerless Advertising is the agency. #

Purex Names Goodis, Goldberg

Purex Corp. Ltd., Toronto, has named Goodis, Goldberg, Dair as its agency, succeeding Heggie Advertising, effective Jan. 1. Purex markets Dutch Cleanser, Dutch bleach, Trend liquid detergent and SweetHeart soap in Canada.

Charlesworth Adds Account

Bearing Inspection Co., Huntington Park, Cal., engineering consultants for design, applications and inspecting of ball and roller bearings, has appointed Charlesworth & Associates, Los Angeles, to handle its advertising.

Collier Joins Tatham-Laird

William Collier has joined Tatham-Laird, Chicago, as an art director. He will work on the Monsanto Chemical and Bauer & Black accounts. Mr. Collier formerly was an art director for McCann-Erickson, Chicago.

Cenco Instruments Sets Foreign Drive Using 16 Languages

CHICAGO, Dec. 12—Cenco Instruments Corp., manufacturer of scientific instruments and apparatus, will launch a foreign advertising program in 16 different languages next year.

It follows a successful cooperative advertising program this year for Soiltest Inc., a subsidiary which produces equipment for testing soil and minerals used in building.

Soiltest spent about $35,000 in 1961 for ad materials and its share of the foreign advertising.

Cenco said its budget for the instruments ad drive—also to be on a 50-50 cooperative basis—has not been set, but the company plans to quadruple export sales volume in the next two years.

Ad materials are supplied to the foreign dealers in more than 100 countries by Cenco's ad department. The dealers then determine which products, layouts and media they will use.

■ Theodore W. Van Zelst, vp in charge of the program, said imprinted premiums, such as pocket diaries and wallets, are often more effective media than trade journals in countries where engineers are poorly paid.

"We believe that flexibility is the keynote in this type of program," he said. "Our sales representatives abroad are all successful business men and are more attuned to the needs and character of the science and educational market in their individual countries than we are. Therefore, we give them as much freedom in selecting media and products as we can." #

Directors Guild Contract Is Okayed

HOLLYWOOD, Dec. 12—Membership of the Directors Guild of America has ratified contract changes covering live and tape tv and radio production negotiated with the three networks, their local stations, and independent outlets signatory to contracts with the directors in New York, Los Angeles, Chicago, Detroit, San Francisco and Washington.

The contract is retroactive to January, 1961, and in addition to provisions for general pay increases and pension coverage to Guild members, provides directors in New York and Hollywood with an immediate increase to $200 a week, retroactive to Jan. 1, plus increases to $225 per week upon expiration of the contract on Jan. 1, 1964.

Associate directors get $175, increasing to $197; stage managers get $165, increasing to $180 during term of contract. In addition, the contract stipulated that all programs normally originating in New York or Hollywood must take an assistant director and stage manager when traveling. #

PR Study Published

"Your Future in Public Relations," by Edward L. Bernays, has been published by Richards Rosen Press, New York ($2.95). The 158-page book includes chapters on ethical standards, employment opportunities, scope of pr and what pr men do. Mr. Bernays, a pioneer pr specialist, defined the practices and ethics of pr in his "Crystallizing Public Opinion," published in 1923. He has been a professor of pr at New York University and the University of Hawaii.

Carpenter Joins Ball

G. Bruce Carpenter has joined Ball Advertising, Palm Springs, Cal., as an account executive. Mr. Carpenter was formerly with Will Grant Advertising Agency, Los Angeles.

Philco Denies Supermart Sell Injures Dealers

(Continued from Page 3)
competitors consider the ID plan unfair, since every level of the appliance industry handles each piece of merchandise as it does under other merchandising plans (AA, Dec. 4, 11).

He admitted that "the customer can buy it for less somewhere else," but that with this plan a customer can acquire Philco products without paying anything.

■ Mr. Bowes also stated that he has not received any complaints from Philco dealers, and he knows of no complaints received by distributors.

(This does not jibe with reports by dealers and associations in this area who admit they are frightened by it. Philadelphia Electric Co., for example, announced it is not purchasing new Philco products.)

■ At the press conference, Mr. Beck made it clear that Ford intends to back the ID program to the hilt, and added that Ford definitely plans to bolster Philco's position in the major appliance field.

Pointing out that some 50% of Philco's assets are in the consumer products field, Mr. Beck asserted that "you can be sure we intend to make good use of them while making Philco more of a force in the industry."

Mr. Beck said Ford plans to link its name with Philco in future Philco advertising and sales promotion. This will be accomplished by including Ford's symbol in all ads, and by explaining that Philco is a Ford subsidiary, he said.

■ Mr. Bowes told reporters that the ID plan was instigated by Philco—not to get supermarkets in the major appliance field—but to sell more Philco merchandise and to strengthen Philco distributors and dealers.

"There are two basic tenets in the ID program," he said. "First, and most important for us, it gives our retailers a chance at more business traffic than they could ever hope to get. All sales are made through the retailer, with Philco Finance Corp. assuming credit responsibilities.

"Secondly, the plan is devised so that it can be of tremendous help to the supermarkets, in that it will get supermarket customers to buy more merchandise in a particular market as well as attract many new customers to that market.

■ "Where we have had ID programs in effect for several weeks and months," Mr. Bowes said, "we are told that all dealers—whether they are participating actively or not—are increasing their business on our lines.

"We are behind our dealers and distributors 100% and, now that we can finally talk about the plan officially, we are going into the market places with detailed explanations of it. Until our merger with Ford was finalized, we could say nothing. Dealers should have no cause for alarm with the plan—it will be of tremendous value to them when it comes to their area.

"From our test results, we have every reason to believe that our new marketing program may revitalize appliance and electronic goods sales in the U.S.," Mr. Bowes added.

More than half of the customers go to Philco dealer showrooms to select their products, he said, even though there are displays in the food stores.

FORD WILL KEEP PHILCO AGENCIES

PHILADELPHIA, Dec. 12—The new Philco Corp., Delaware, wholly-owned by Ford Motor Co., will continue with Batten, Barton, Durstine & Osborn, New York, and Maxwell Associates Inc., Bala-Cynwyd, Pa., as its agencies.

Charles E. Beck, new president and chief executive officer of the new Ford subsidiary, disclosed this at a press conference. At the head table with Mr. Beck was Irving A. Duffy, board chairman.

Mr. Beck said, "We plan to continue with our present agencies," but declined to specify whether any changes in advertising expenditures are contemplated.

■ Ford legally took over Philco yesterday, and while Mr. Beck and Mr. Duffy have been here for several months in order to decide on new officers and division heads, they have not been deeply involved in details as yet, he admitted.

Maxwell Associates handles Philco International Inc., and the company's government and industrial group. BBDO handles the consumer division.

■ Mr. Duffy is a member of the Ford board of directors and is vp—general products group of that company. Mr. Beck, 40, was director of Ford's business planning office.

Both new Philco officers announced that they plan to expand Philco's consumer division and plan "to become even stronger competition in all fields." Mr. Beck said Ford plans to continue to seek the Channel 3 tv channel, now owned by NBC in Philadelphia (WRCV, WRCV-TV).

He also announced that all future advertising will carry a new logo: "Philco Corp., a subsidiary of Ford Motor Co."

Some of the key marketing and advertising executives of Philco include Henry E. Bowes, vp and general manager, consumer products division; Henry F. Argento, vp—government product planning and marketing; and John Kelly, advertising manager for the consumer division. #

Allen Liets Snyder Light

SORTERS—*Entries for the Hollywood ad club's 1961 International Broadcasting Awards continue to pour in from all points of the free world, as witness this batch here being sorted by George Allen, club president; Lucille Liets, managing director; Ken Snyder, IBA chairman; and Bob Light, vp of the adclub.*

Supermart Deals Hurt Appliance Industry: Connell

(Continued from Page 3)
delusion of getting something tangible and valuable for nothing. The cost will be high before it's finished. It's bad for a manufacturer because it places his name and reputation on the line as a premium—giveaway—an endorsement for heartier eating.

"No manufacturer, except as a last desperate gamble or as an act of self defense, or one who cared nothing of his company name or future, would take such a foolish step. Of course he can do a large business volume for a short while. But other food chains and other equally desperate manufacturers won't let him cut them up for long. In short, he is having a full course dinner before taking a morning after walk to extinction," Mr. Connell said.

Despite his disparaging remarks, Mr. Connell told ADVERTISING AGE that he thought ID plans will continue to expand, and he predicted that manufacturers of small appliances will begin getting into the act. Thus far, only major appliances have been offered to consumers through the food tape plans. He made it clear that Eureka Williams will not adopt an ID plan. #

Esso Names Rusher to Succeed Farlie as Meglaughlin Retires

Wallace L. Rusher has been named coordinator of advertising and sales promotion of Esso Standard Region, Humble Oil & Refining Co., New York. He succeeds William N. Farlie, who has been appointed manager of Esso's pr department. Mr. Rusher previously was supervisor of production and scheduling of Esso campaigns in all media, including newspapers, magazines and outdoor. Before that he was head of Esso's tv and radio advertising section. Mr. Farlie succeeds Barry Meglaughlin, who will retire Dec. 31.

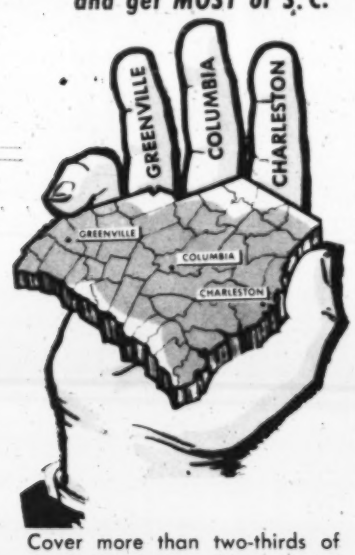
Feniger Joins 'Look'

Jerome R. Feniger Jr., formerly vp in charge of radio and tv at Cunningham & Walsh, has joined the executive sales staff of *Look*, New York, as a special assistant to the advertising director. Mr. Feniger's new affiliation was announced Dec. 12, but he joined the magazine several weeks ago after resigning from the agency. Richard Depew, who previously had program and tv account duties at Cunningham & Walsh, was named director of tv programing after Mr. Feniger's departure from the agency early in November.

Two Join Schwab, Beatty

Jack O'Leary, formerly manager of mail order sales of Columbia Records, has joined Schwab, Beatty & Porter, New York, as an account executive on *Reader's Digest's* music division. Robert Beddoe, previously creative director of Frank Vos & Co., has joined Schwab, Beatty's copy staff.

Buy these 3 and get MOST of S.C.



Cover more than two-thirds of South Carolina's sales potential in every category with the Greenville, Columbia and Charleston newspapers.

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*For linage contracted during 12 months period.

LINES	DISC.
2,000	2%
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10,000	5%
25,000	7%
50,000	9%
75,000	11%
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State and Record
Repr. The Branham Co.

CHARLESTON
News & Courier and Post
Repr. The Branham Co.

WAVE-TV gives you 28.8% more SMOKERS

—and they puff literally 28.8% more cigarettes, cigars and pipe tobaccos!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., July, 1961.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
THE KATZ AGENCY, National Representatives

CITIES SERVICE OIL COMPANY SPONSORING 3 COLOR TV SPECIALS

It's Color TV for Cities Service Oil Company. This season they're sponsoring three color specials on NBC-TV. The big breakthrough in Color TV is here. To learn how to make it pay off for you, contact W. E. Boss, Director, Color Television Coordination, RCA, 30 Rockefeller Plaza, New York 20, N. Y., Tel: CO 5-5900.

OUT THIS WEEK

LIFE's *special 2-in-1 year-end issue—188 pages, 59 in full color*

Today, more and more Americans are turning—and returning—to the outdoors. Nature clubs are booming in all 50 states. Families are camping, hunting, fishing, touring, bird-watching all over the country. Conservation, the fight to save our land, has become a vital subject for millions of Americans.

"Our Splendid Outdoors" thus becomes a fitting subject for LIFE's 2-in-1 year-end issue—the seventh since we began this publishing innovation in 1955.

The year-end issue has been a sell-out on the newsstands, year after year, giving advertisers a bonus of as high as 1,100,000 copies. And this year, advertisers have invested more dollars in the year-end issue—$2,877,000—than in any special issue in LIFE's history.

Here are some of the eloquent pictures and text pieces you'll find in "Our Splendid Outdoors":

The Wild Creatures of America—photographed in color by George Silk who traveled 11,000 miles in four months to track down elk and bison, big-horn sheep and puma, and many more.

Living the Outdoors—color pictures of America's mushrooming nature clubs, camping in the Grand Tetons, shell-hunting in Hawaii, beachcombing in Florida.

Man's Link to Nature: A Source of Fear and Joy—a thoughtful essay by the famed author, critic and naturalist Joseph Wood Krutch.

The Secret Joys of Trout Fishing—a heartwarming article by a noted jurist and amateur fisherman who is also the author of *Anatomy of a Murder*.

The Water Crisis—maps, pictures and words describe America's great unslaked thirst in many areas—and in others, the pollution that grows with the years.

The Balance of Nature—an unprecedented 9-foot fold-out "Painting-in-time" by Rudi Freund which shows the intricate interdependence of animal and plant life through the centuries, from pre-Indian days to today.

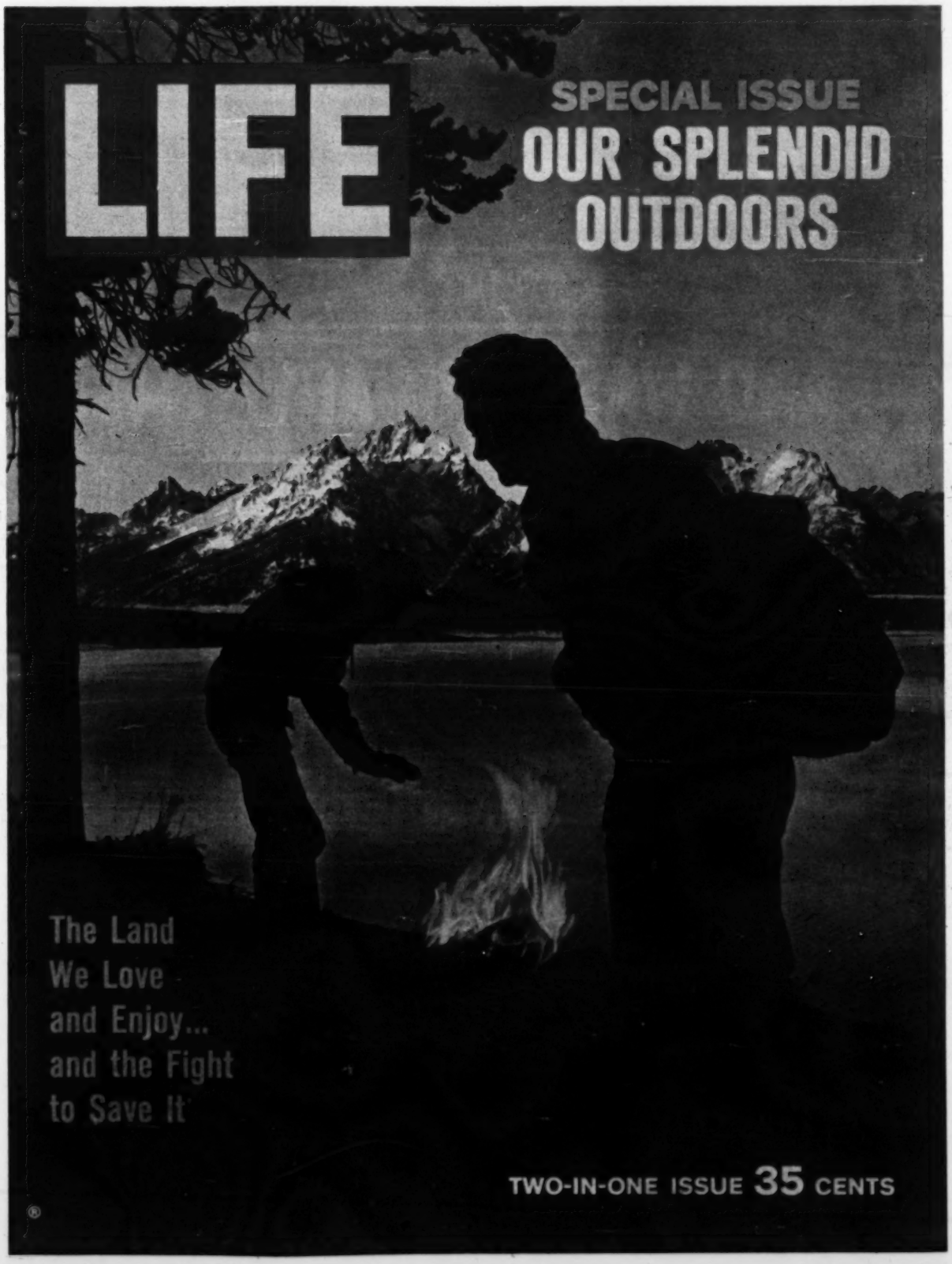
The Enchanted Backyard—photographs of a little boy's curiosity and delight in nature.

Great Naturalists—photographed by Alfred Eisenstaedt—portraits of the heirs to a great tradition.

Outdoor Guide—books, movies and exhibits that every outdoor-minded family will enjoy.

Biological Time-Clocks—an article explaining the instinctive habits of animals, fish and birds.

Slaughter of Passenger Pigeons—the tragic tale of how a species of wild-life whose numbers once "blackened the sun" were exterminated.



IN 1961, McCALL'S CARRIED MORE ADVERTISING PAGES THAN ANY OTHER MAJOR* MONTHLY MAGAZINE

ADVERTISING PAGES	
1. McCALL'S	1,030
2. GOOD HOUSEKEEPING	981
3. READER'S DIGEST	980
4. LADIES' HOME JOURNAL	745
5. BETTER HOMES & GARDENS	745
6. EVERYWOMAN'S FAMILY CIRCLE	563
7. WOMAN'S DAY	457

AND WAS #2 IN ADVERTISING REVENUE

ADVERTISING REVENUE	
1. READER'S DIGEST	$40,300,000
2. McCALL'S	37,600,000
3. LADIES' HOME JOURNAL	27,200,000
4. BETTER HOMES & GARDENS	22,500,000
5. GOOD HOUSEKEEPING	21,100,000
6. EVERYWOMAN'S FAMILY CIRCLE	13,900,000
7. WOMAN'S DAY	10,200,000

*All monthly consumer publications with circulations of 4,000,000 or more (January-June 1961, ABC)

Note: Statistics based on PIB data for first 10 months 1961 plus estimates for November and December, 1961.